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INSIDE DOPE

by GEORGE F. TAUBENECK

Stories of the Week
Philadelphia Follows Toledo
Those Lucky Executives
Is Peoria Typical?

Stories of the Week

Friend of ours ordered a new fall suit from his tailor. Quality of the worsted looked good, and the price didn't seem too out-of-line. All things considered, this friend felt pretty good about his purchase until he inquired about the delivery date.

"Well," said the tailor, "you'll have to give us at least 90 days."

"What?" howled our friend. "You can't cut my suit in less than three months? Why, God, himself, only needed six days to create the whole world."

"Yeah," responded the garment-maker, "so I hear. But have you taken a good look at the world lately?"

Another old friend who shall remain nameless for policy reasons recently was introduced to a Hollywood babe for the fourth time. Despite the fact that she should have known our friend a lot better than Adam's Off Ox, she stared at him in disconcerting unrecognition, and walked away insolently.

"Golly," griped our friend (who okays an enormous radio advertising budget annually) "who does she think she is, anyway?"

Rejoined his agent:

"She's married so many gentlemen in the last few years that she imagines she's a lady."

Philadelphia Follows Toledo

Voluntary settlement of labor-management disputes, without recourse to government intervention, has been established in Philadelphia (as a means of preserving industrial peace in the nation's third largest city) by joint action of labor and management leaders.

Known as the Philadelphia Mediation Council, this "Toledo Plan" body consists of an advisory and policy-making board of six management and six labor representatives, plus a panel of mediators chosen by the two groups. The Council was formed by the Chamber of Commerce of Philadelphia and the Philadelphia Industrial Union Council (CIO) to handle "local disputes by local people." American Federation of Labor affiliates have been invited to join.

Representing management on the Council are William L. Batt, internationally-known industrialist who is president of SKF Industries, Inc., and former vice chairman of the War Production Board; Joseph G. Pew, Jr., vice president, Sun Shipbuilding & Drydock Co.; Joseph Schmitz, president, Universal Dye Works; Emery W. Loomis, regional manager, Westinghouse Corp.; and Clement V. Conole, and Rudolf F. Vogeler of the Chamber of Commerce.

Labor representatives include Michael Harris, president of the Industrial Union Council and district director of the United Steelworkers; Joseph Hueter, Textile Workers Union of America; Charles Weinstein, Amalgmated Clothing Workers; William M. Leader, American Federation of Hosiery Workers; Joseph B. Dougherty, Transport Workers Union; and James Price, United Electrical, Radio and Machine Workers.

Dr. George W. Taylor, professor of industry at the University of Pennsylvania and former chairman of the National War Labor Board, is chairman of the Mediation Council.

Members of this Council agree that

(Concluded on Page 6, Column 1)

Philco Increases Prices on 7-cu. ft. Models $15-$22

PHILADELPHIA—Price increases ranging from $15 to $22 per unit have been applied by the Philco Corp. here to its three 7-cu. ft. refrigerators.

A proportionate boost on a 6-cu. ft. model—the 621—is pending but has not yet been announced by the company.

The three models to receive price hikes are those which were not affected by Philco's price adjustments last June.

Old and new prices on these units, effective in the Detroit area, are:

Model	*Old Price*	*New Price*
721	$216.50	$231.50
731	231.50	251.50
741	264.50	286.50

Rising costs of materials brought about the increases, it was said.

Muehlberg Appointed Secretary of NCRSA

MINNEAPOLIS—R. H. Muehlberg has been appointed national secretary of the National Commercial Refrigerator Sales Association, reports George B. Herman, president of the organization.

Headquarters organization and public relations offices have been established at 116 North 7th St., here for the balance of this year.

Mr. Muehlberg has been associated in the organization and public relation field for the past 17 years. A graduate of Northwestern university, he was attached to the U. S. Army General Staff as a Public Relations Officer during World War II. He also spent four years as a press correspondent and reporter.

The National Commercial Refrigerator Sales Association, originated less than a year ago, is an organization of commercial refrigerator distributors and dealers. Regional chapters have been formed in all

(Concluded on Page 4, Column 5)

MacDonald Gets Crosley General Sales Mgr. Post

CINCINNATI — Norman C. MacDonald, vice president and general manager of Crosley Distributing Co. in New York City since November, 1945, became general sales manager of Crosley Division, Avco Mfg. Corp., in one of a series of organizational changes announced by R. C. Cosgrove, general manager of Crosley.

Mr. MacDonald is succeeded in the distributing company position by Bert Cole, who has served under him since Oct. 1, 1944, as general sales manager.

In other changes, Sydney D. Mahan, former head of both sales and advertising, was appointed to head up an expanded advertising, sales promotion, and public relations department; Corley W. Kirby, formerly associated with Frigidaire, was named domestic sales manager; and Lee Stratton, whom Mr. Kirby succeeds, will direct a new home freezer section.

Mr. MacDonald has had 20 years' experience in the radio and household appliance fields, having served as district manager for Kelvinator and regional manager for Atwater Kent. He was eastern regional sales manager for Crosley for many years.

Mr. Cole, from 1932 to 1937, was salesman and later sales supervisor for Philco's New York division. He was sales head for Gross distributors, Stromberg-Carlson Distributors, in New York from 1937 to 1944.

In addition to wide experience with national advertising agencies, Mr. Mahan spent eight years with West-

(Concluded on Page 24, Column 4)

Exhibitor Space For Sept. Locker Show Dwindles

OMAHA, Neb. — A total of 85 exhibitors had signed up, by the first of August, for space at the Eighth Annual Frozen Food Locker Convention to be held in the Kansas City, Mo., municipal auditorium from Sept. 22 to 25, reports Ray R. Farquhar, executive director of the Frozen Food Locker Institute.

Less than 20% of the available exhibit space remains unsold, Mr. Farquhar declared, adding that he expects this to be gone before the convention opened.

Mr. Farquhar also announced that the Institute plans to introduce its new Book of Locker Plant Standards to representatives of all commercial firms (other than locker plant operators) at the convention.

The book will be introduced and its uses explained at a general session to be held in the ballroom of the Hotel Muehlebach at 10 a.m. Tuesday, Sept. 23. Present status of the frozen food locker industry and plans for the Institute's future activities will also be outlined, he added.

The Institute will hold its annual business meeting and election of officers the next morning in the

(Concluded on Page 28, Column 2)

Chicago Tribune Air Conditions First Elevator Car

CHICAGO—Experimental installation of an air cooling unit in one of the express elevators in Tribune tower was completed last week by the *Chicago Tribune*. Chicago air conditioning technicians believe the installation to be the first of its kind.

Tests so far are inconclusive, Keith B. Capron, building manager, said, but the air cooled car appears to average about 10° F. cooler than the others.

Air cooling of the elevator cars, Mr. Capron explained, was undertaken as a means of making the change from outside temperatures to the air conditioned offices of Tribune tower more gradual. The *Chicago Tribune* in 1934 was the first firm to air condition a skyscraper from basement to the top floor.

In order to cool one of the elevators in Tribune tower, a complete room conditioner unit was placed atop the car. This draws air from the shaft, cools it, and introduces it into the car through louvres. The air is drawn out through other louvres.

Elevators in Tribune tower regularly are ventilated by fan inducted air from the shafts. Presence of hot water and steam pipes in the shafts makes this air warm. Because air cooling the shafts was deemed impractical, air conditioning of individual cars was undertaken.

Carrier Reports Net Profit of $2,378,744

SYRACUSE, N. Y.—During the 12 months ended July 31, 1947, Carrier Corp. completed contracts and sales in the amount of of $46,120,771.

Orders booked totaled $40,445,390. Net profit for the period was $2,378,744, after certain non-recurring expenses and reserves for contingencies. This profit figure reflects carry-back tax credits for the three months ended Oct. 31, 1946 and provision for Federal income taxes for the nine months of the current fiscal year.

On July 31, 1947, Carrier had a backlog of unfilled orders amounting to $26,433,327 as compared with $31,770,837 a year earlier.

Freon-from-Aerosol Offering by Cyclic Chemical Dropped

WASHINGTON, D. C. — That "Freon" - from - aerosol - bomb story came back to life again last week—but, as reported in the Aug. 18 issue of the NEWS, the proposition is officially dead.

A current bulletin of one of the industry's trade associations states that the Cyclic Chemical Co. of Washington, D. C. is offering "Freon-12" at a price of 85 cents per pound.

The Cyclic Chemical Co. is *not* offering "Freon" for sale at any price, according to P. R. Welch, an official of the company.

The firm had planned to distill "Freon-12" from aerosol bombs and sell it at a price of 85 cents per pound, Mr. Welch declared, but had abandoned the project when it couldn't get the equipment for the distillation process to function properly. No further plans are being made by Cyclic Chemical Co. to supply "Freon" to the market.

Kinetic Denies Approving 'Freon' Distillation

WILMINGTON, Del. — No assurance was ever given by any official of Kinetic Chemicals, Inc. that any method of distilling "Freon" from aerosol bombs would result in a product that would be commercially satisfactory, according to W. W. Rhodes, sales director for Kinetic.

A trade association bulletin said that Mr. Rhodes had assured a man who had discussed the distillation process with him "that his method would produce a 'Freon' that was entirely satisfactory if properly dehydrated, and further stated that he hoped he would carry through with his plan because of the fact that the industry was so greatly in need of some additional 'Freon' that Kinetic could not furnish."

With respect to the above, the following statement was issued:

"Mr. Rhodes states that he has known Mr. P. R. Welch (of Cyclic Chemicals) for some years and had frequent contacts with him when Mr. Welch was employed by the Chemical Branch of the War Production Board. Mr. Rhodes states that he does not know what method is employed to remove dichlorodifluoromethane from aerosol containers and is hardly in a position to state whether or not the resulting product is the equivalent in quality to Kinetic's 'Freon-12.'

"Mr. Rhodes did not know that Mr. Welch and his partner Paul Eisenhuth trading as the Cyclic Chemical Co. had made a purchase of aerosol containers until they came to his office during the past few weeks and disclosed the matter and no discussion took place respecting the quality of the product which they proposed to offer.

"Neither Mr. Rhodes nor any employe of Kinetic Chemicals, Inc. has ever offered the Cyclic Chemical Co. or Mr. Welch or Mr. Eisenhuth 'Freon-12' for delivery from Carnery's Point, a warehouse, or any other place and have never sold or delivered any to these gentlemen, and any insinuation that such has been done has no foundation in fact."

Capacity Crowds Pack Into Air Cooled N. Y. Theaters

NEW YORK CITY—Air conditioning is filling New York's legitimate theaters with customers and is keeping many SRO signs out, Albert Ryerson, vice president of the theatrical magazine, *The Playbill,* asserted recently.

Ryerson said that Gotham's theaters are drawing about 120,000 patrons weekly. Four fifths of the ticket holders are New Yorkers.

One-Cent-on-the Dollar Profit for Dealers In '47?

That's An Estimate by U.S. Chamber of Commerce, Averaging Good & Bad

WASHINGTON, D. C.—Radio and appliance retailers will make, on the average one cent net profit for every dollar of retail sales in 1947, the domestic distribution department of the U. S. Chamber of Commerce, estimated recently.

In making the estimate, Charles M. Isaac, manager of the domestic distribution department, noted that this average is based on stores of all degrees of efficiency and of all sizes.

Individual stores will usually have experience differing somewhat from the group averages, he explained.

Here is how Mr. Isaac figures operating cost averages out of that dollar of retail sales in radio and appliance stores.

Gross margin, being the difference between the net selling price and net cost of merchandise after all discounts and mark downs, 45 cents.

Payroll, including active proprietors, 30 cents.

Advertising, 2.5 cents.

Other expenses, 10.5 cents.

Taxes, including income taxes, payroll taxes, licensing, etc., but excluding sales taxes and retail excise taxes, 1 cent.

Mr. Issac pointed out that taxes for profitable large retailers will be at least double the amount shown in averages which include many comparatively small operations.

Concerning these operating averages, he explained that the projections are based on data from trade and government sources and consider forecasted changes in sales volume, wages, and taxes.

They do not necessarily indicate results which ideally should be realized by individual retailers, he added.

Mr. Isaac further estimated that in 1947, radio and appliances stores should make an average sale of $75. Frequency of family purchases were figured at 70 months or just under six years. Cost of merchandising services were estimated at 15% of the sales dollar.

Average expense on a $50 sale was set at 4%, with the percentage increasing as the dollar value of the sale lowered. On a $15 sale, for instance, the average expense was given as 5%.

For the family that bought only once in nearly six years, the average expense would amount to approximately 25%.

The average expense of merchandising services, figured as a percent-

(Concluded on Page 25, Column 3)

Inland Announces Four Promotions

DAYTON — Promotions affecting four executives of Inland Mfg. division of General Motors, have been announced by John D. O'Brien, general manager.

Those included in the promotions are: M. A. Lause, who becomes general sales manager, succeeding Harry Berkeley, who has retired; A. J. Fouts, who will be sales manager in charge of refrigerator parts and allied products; L. A. Bentz, who has been named sales manager in charge of automotive products; and Harold I. Newsome, who becomes personnel director reporting direct to the general manager.

(Concluded on Page 25, Column 2)

Men's Store Figures Show Air Conditioning Market

NEW YORK CITY—About 38% of the nation's men's stores not now air conditioned plan to install conditioning systems, according to a recent survey.

It was also revealed that 44% of the stores studied are already equipped for air conditioning and that 29% of these plan to add to their present equipment.

Made by the marketing research department of Fairchild Publications for *Men's Wear Magazine*, the survey covered outstanding merchandisers in 164 cities in 43 states and the District of Columbia.

G-E Names Stark Manager Of Omaha Appliance Sales

OMAHA, Neb.—James F. Stark has been appointed local manager of appliance sales for the General Electric Co. here, it has been announced by H. A. Warren, central district manager of appliance sales.

Scott-Newcomb Expands

Firm To Use War Surplus Site To Boost Output of Cooling, Heating Equipment

ST. LOUIS—Purchase of new factory facilities at the Arkansas Ordnance Plant in Jacksonville will enable Scott-Newcomb, Inc., here to go into large-scale production on its line of cooling and heating equipment, the company announced here recently.

Acquired from the War Assets Administration, the facilities are said to include a 75-acre tract of land and buildings with more than 100,000 sq. ft. of floor space on one level. There is ample room for expansion, it was reported.

New machinery is being installed at a cost of approximately $80,000, according to the company announcement.

Scott-Newcomb said the facilities, which will be served by a private railroad switch, were built in 1942 at a cost of $1,143,000. The ordnance plant was a wartime ammunition loading project.

One of the items scheduled for production is a "new type" boiler pressed out of steel. It will be particularly adapted to radiant heating.

"This boiler will be very compact, with a large amount of heating surface made up of sections which can be added to increase the capacity," the company stated. "It will be equipped with either a gas or oil burner."

The company also announced it will train all its outlets in radiant heating. Outlets are to be furnished complete plans, specifications, and photographs of two modern homes built by Scott-Newcomb to develop new ideas in home building and radiant heating. The outlets will give away the plans to their customers.

Midwest Wholesalers Hold Fall Meet In Des Moines

DES MOINES, Iowa—Fall meeting of the Midwest Refrigeration Equipment Wholesalers Association will be held at the Fort Des Moines hotel here, Monday and Tuesday, Sept. 29 and 30, L. W. Krueger, secretary of the association, has announced.

On both days, a closed meeting for wholesalers will be held in the morning followed by a joint luncheon with manufacturers' representatives, Mr. Krueger said.

Open meetings with manufacturers' representatives are scheduled for the afternoons, he added. A cocktail party and banquet will follow.

Appliance Firm Incorporates

LOS ANGELES—Capitol Lighting & Appliance Co. has been incorporated in Los Angeles County, with a capital of $200,000. Directors are: Joseph L. Rollins and Stewart L. Rollins, both of North Hollywood, Calif.; and Charles H. Morgan of West Los Angeles.

Self-Serve Refrigerator Helps Triple Candy Sales

AUGUSTA, Ga.—Installation of a $700 3-tier Hill self-service refrigerator, and conversion of the candy inventory from bulk candy to pound gift packages, has been responsible for a 300% increase in the candy sales volume at Drew's Food Store at 1533 Walton Way, here.

Before purchasing the 3-tier unit, W. E. Drew, head of the store, displayed his candy stock, consisting of two nationally-advertised lines of packaged box candy, and the remainder in bulk or cellophane bags, on a gondola set up in the center of the store.

However, it was soon discovered that in addition to the large amount of pilferage, another problem presented itself—chocolate candies could not be carried from May to October due to the fact that during this time there was always the danger of spoilage.

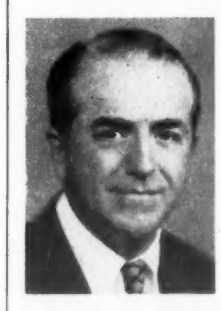
The 3-tier, self-service refrigerator, which was purchased in the beginning of the summer season of 1947, has done away with all these problems for the Drew store. Located next to the frozen foods case on the right side of the market, the bottom two tiers of the refrigerator are utilized for dairy products, cheese, oleomargine, pre-packaged luncheon meats, milk, etc., and the top tier devoted entirely to the display of packaged candy in ½-pound, 1-pound, and 2-pound boxes.

With a franchise which enables him to carry nationally-advertised favorites in the better-price bracket, and a perpetual inventory system always in operation, Mr. Drew has around 30 boxes of nationally-advertised candies always on display, where every customer can see them.

"Our markup on candy sales is around 33⅓%," Mr. Drew pointed out. "Before we installed the refrigeration this markup was substantially lowered by the large amount of pilferage we had to contend with and the great amount of spoilage which took place due to lack of refrigeration. Now, however, the refrigerator makes it possible for us to handle larger size packages of candies, which, of course, lowers our pilferage rate until it is almost nil, and we are able to handle chocolates every day in the year, which, of course, increases our sales.

Ohio Appliances Names Malsed to Branch Post

COLUMBUS, Ohio—Appointment of George Malsed as manager of the Cincinnati branch of Ohio Appliances, Inc. has been announced by A. V. Bice, vice president and general manager.



George Malsed

Mr. Malsed comes to his new position from RCA Victor, where he has been engaged in the marketing field for 17 years. He will have compete charge of all distributing activities for the firm, which handles Carrier room air conditioners, and Coolerator refrigerators, in the Cincinnati area.

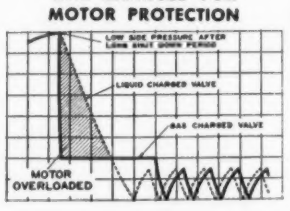
Mission Appliance Sells Plant, Then Leases It for 35 Years

LOS ANGELES—A nearly completed factory plus the 11-acre tract of land at Crenshaw and El Segundo Blvds. has been sold by Mission Appliance Corp. to the Prudential Insurance Co. for $616,000.

Under terms of the agreement between the two firms Mission Appliance will take a 35-year lease on the property from Prudential. The appliance firm is expected within the near future to dispose of another plant at McKinley and Stanford Aves.

These Add up to Perfect Refrigerant Control

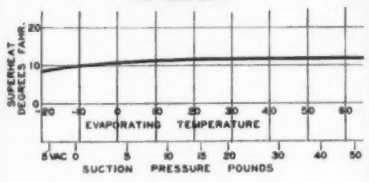
GAS CHARGED FOR MOTOR PROTECTION



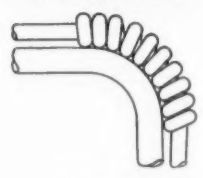
1 DIAPHRAGM BACKED UP (LEAF SPRING EFFECT) FOR LONG LIFE

2 DIAPHRAGM MOVEMENT CONTROLLED FOR QUICK RESPONSE

3 DIAPHRAGM AREAS CONTROLLED FOR CONSTANT SUPERHEAT



4 FLEXIBLE COILED FEELER BULB MAY BE SHAPED TO FIT SUCTION LINE

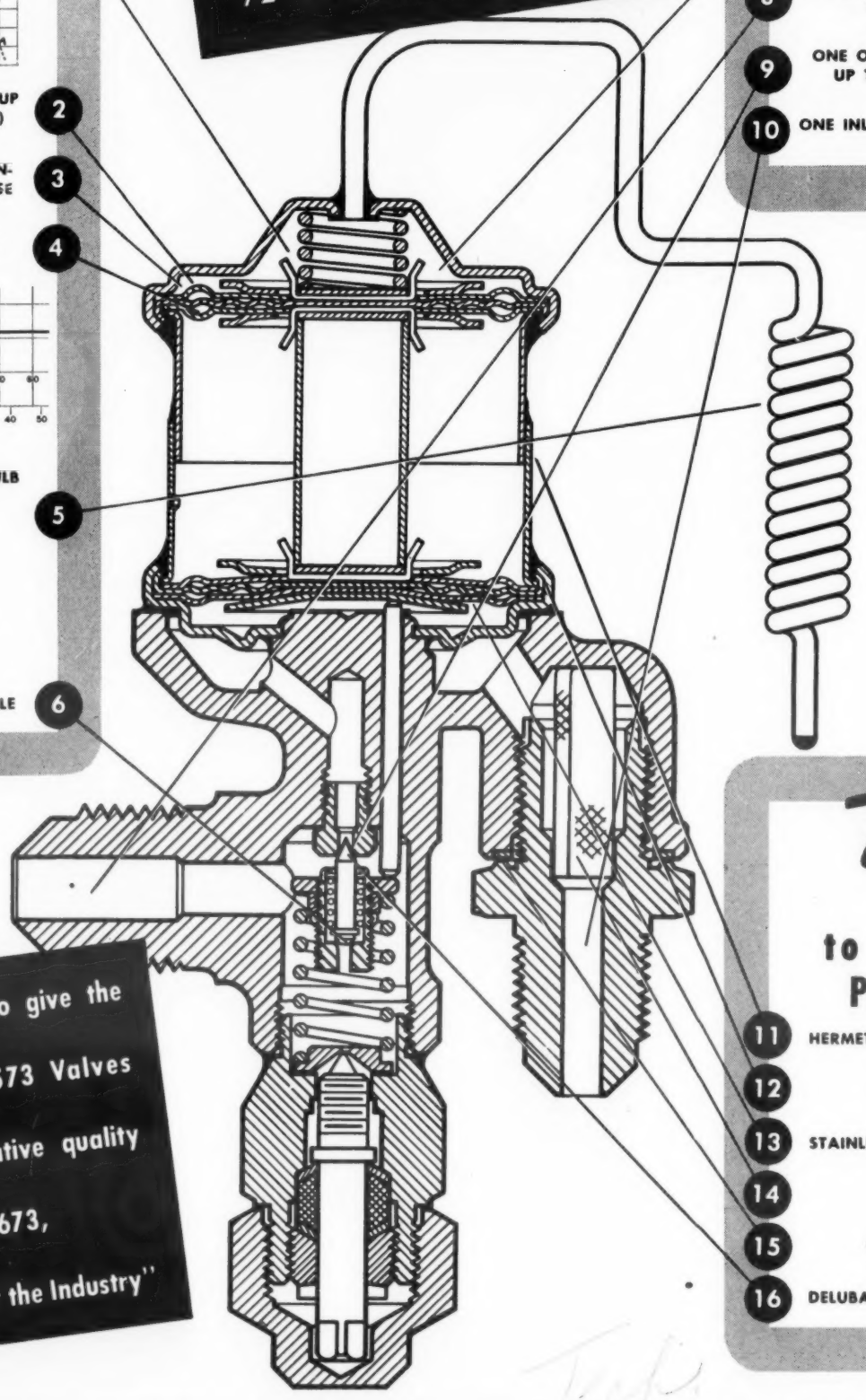


5 SWIVEL TYPE NEEDLE

Let's Analyze Quality

"DETROIT" NO. 573

½ TON F-12 OR UNDER



These Add up to Flexibility of Installation

7 GAS CHARGED POWER ELEMENT FOR HIGH AND LOW TEMPERATURE

8 SINGLE OUTLET SUITABLE FOR ⅜" OR ½" TUBE

9 ONE ORIFICE FOR CAPACITIES UP TO ½-TON FREON-12

10 ONE INLET FOR ¼" OR ⅜" TUBE

These Add up to Customer Protection

11 HERMETICALLY SEALED SPACER

12 ROLLED JOINTS

13 STAINLESS STEEL DIAPHRAGMS

14 STRAINER

15 GASKET AT INLET

16 DELUBALOY NEEDLE AND SEAT

They all add up to give the "DETROIT" No. 573 Valves the same superlative quality as No. 673, The "Standard of the Industry"

2712

DETROIT LUBRICATOR COMPANY

"DETROIT"

General Offices: 5900 TRUMBULL AVENUE, DETROIT 8, MICHIGAN

Division of American Radiator & Standard Sanitary corporation

Canadian Representatives — RAILWAY AND ENGINEERING SPECIALTIES LIMITED, MONTREAL, TORONTO, WINNIPEG

"Detroit" Heating and Refrigeration Controls • Engine Safety Controls • Float Valves and Oil Burner Accessories • "Detroit" Expansion Valves and Refrigeration Accessories • Stationary and Locomotive Lubricators

HEAT TRANSFER EQUIPMENT

MARLO COIL COMPANY

SAINT LOUIS, MISSOURI

To each its own

Each Jack & Heintz condensing unit is equipped with its own Jack & Heintz electric motor and is therefore backed by a single manufacturer with undivided responsibility. The entire unit is a product of the engineering skill and precision manufacturing for which Jack & Heintz is world renowned.

Better condensing units through

JACK & HEINTZ

Mass Precision

JACK & HEINTZ PRECISION INDUSTRIES, INC., *Cleveland 1, Ohio*

Bappler Resigns Position At David E. Kennedy, Inc.

BROOKLYN, N. Y.—C. T. Bappler resigned his sales executive position with the Extended Surface Division of David E. Kennedy, Inc., effective Aug. 15.

A veteran of more than 20 years in the mechanical refrigeration field, Mr. Bappler before joining Extended Surface had been with Refrigeration Appliances, Inc., Bush Mfg. Co., and Frigidaire.

Oil Burner Shipments Rise

WASHINGTON, D. C.—Shipments of oil burners during June rose 6% above May and trebled the number shipped in June, 1946, the month's total being 107,251 units.

Explosion of Receiver on 5-Hp. Compressor Results In the Death of Independence, Mo. Serviceman

INDEPENDENCE, Mo.—A liquid receiver on a 5-hp. methyl chloride condensing unit that split open was apparently the direct cause of an explosion that resulted in the death here last week of Lee Hart, refrigeration serviceman.

The accident, which occurred in a cafe in Independence, injured five other persons, and did considerable damage to the premises. Witnesses reported two explosions, the first apparently occurring when the receiver exploded, and the second when some of the refrigerant case moved up the stairway to the kitchen, where it came in contact with open flames on the restaurant's cooking equipment.

One report declared that Hart had been working on the unit for three days because not enough gas was geing released in the unit for adequate refrigeration, and that Hart was believed to have been using a wrench which broke a line or unit valve, allowing the gas to escape.

However, experienced refrigeration men who made an examination of the equipment after the explosion doubted this theory, pointing out that the valve to the charging drum was closed, although the explosion blew open the charging line. They pointed to the split-open receiver as evidence that the explosion had likely occurred in that part of the system.

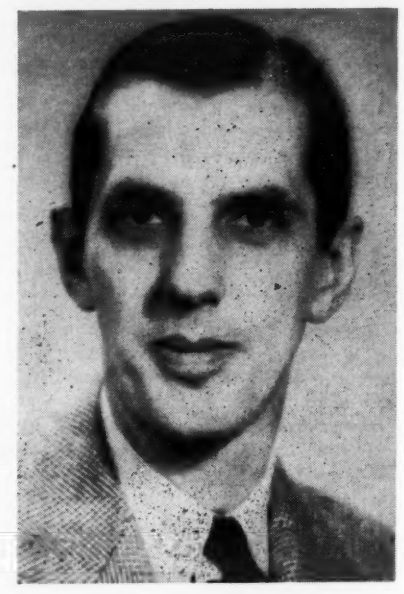
A waitress in the cafe corroborated the two-explosion account of the accident. She said she heard the basement blast first and ran for the front door, when she saw a sheet of flame and the plastic board wall between the kitchen and the cafe proper was blown down. Part of the front windows of the cafe were blown out also.

It was apparently not determined by the refrigeration men who inspected it whether or not the system had been equipped with a pressure relief device.

An investigation was being conducted by Hal Phillips, Independence police chief, and Harold Gaines, of the U. S. Bureau of Mines.

Hart was a veteran independent service operator, and was said to have been in the refrigeration field for more than 20 years. He operated his shop out of his home.

New NCRSA Secretary



R. H. MUEHLBERG

* * *

Muehlberg Gets Post--

(Concluded from Page 1, Column 2)

parts of the country and members attend regular scheduled meetings to discuss and act upon the various phases and problems confronting the commercial refrigerator distributor and dealer today.

The first annual convention of the association will be held in Cleveland during the All-Industry Exposition Jan. 26-29, 1948.

Stated aims and objectives of the association are to cement better relationships between manufacturers, distributors, and dealers in an effort to control the many unfair trade practices now employed by a majority of large buyers and users of commercial refrigerator equipment such as creameries, frozen food distributors, ice cream plants, grocery distributors, and co-op chain groups.

Instalment Selling To Start AFTER Nov. 1

WASHINGTON, D. C.—Appliance retailers who have been planning on doing a lot of instalment selling on Nov. 1 when Regulation W. ends had better stop and take another look at the rules.

The resolution terminating consumer credit controls specifies that the Federal Reserve Board's power ends AFTER Nov. 1, 1947.

As Nov. 1 falls on Saturday, the first business day free from controls will thus be Monday, Nov. 3, it was pointed out here.

The resolution, as passed by Congress, reads:

"That after Nov. 1, 1947, the board of governors of the Federal Reserve System shall not exercise consumer credit controls pursuant to Executive Order numbered 8843, and no such consumer credit controls shall be exercised after such date except during the time of war beginning after the date of enactment of this joint resolution or any national emergency declared by the President after the date of enactment of this joint resolution."

Air Conditioning Aids Cool-Headed Decisions, Pittsburgh Judge Says

PITTSBURGH—This time it's the judge who's pleading for mercy—in the form of an air conditioning system.

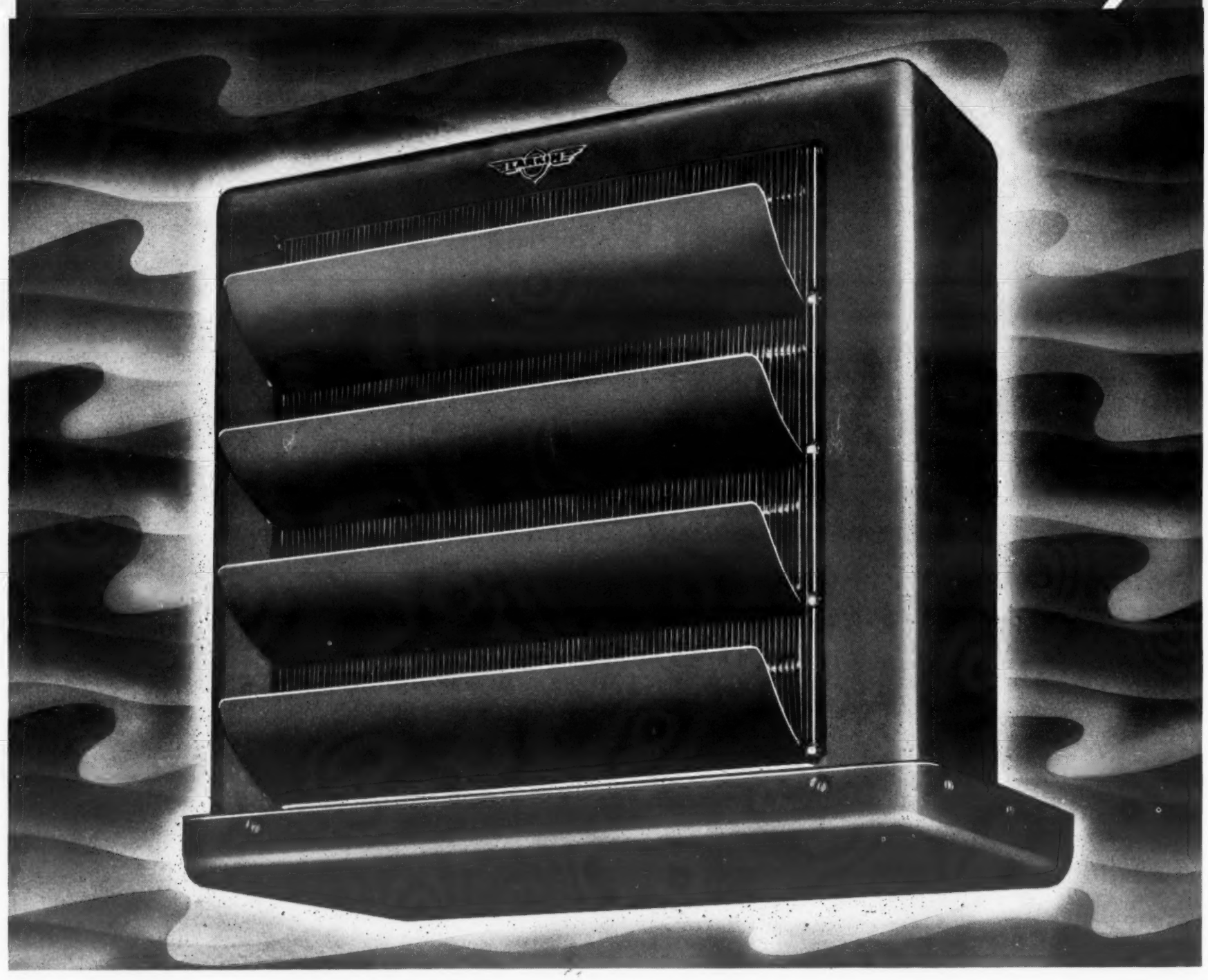
Perspiring and gasping for breath, Judge Samuel A. Weiss here last week told the County Commissioners he could no longer carry on without relief from the humidity.

"As you know," the judge wrote the commissioners, "I have a bad sinus condition that affects my breathing, and it is practically impossible for me to work in my chambers at 703 City-County Bldg. due to the humidity. The only way possible for me to work during the summer months is in a room that is sufficiently air conditioned.

"This is vitally necesary that I may properly serve the people of this County."

Judge Weiss' letter, which was turned over to the director of the Department of Property and Supplies, was accompanied by a bid of $695 for the air conditioning job. The judge offered to share the bill with the County.

FASHIONED FOR Functioning



LARKIN refrigeration products are modern proof that engineering beauty can add to functional efficiency. Originator of the Cross Fin Coil, Larkin also produces highest quality in Humi-Temp Forced Convection Units . . . Bare Tube and Zinc Fused Steel Plate Coils . . . Evaporative Condensers . . . Air Conditioning Units . . . Instantaneous Water Coolers . . . and other superlative equipment for commercial and industrial refrigeration. Larkin is the leading manufacturer of complete commercial and industrial refrigeration and air conditioning equipment.

Our new catalog No. 1013 is off the press, containing 68 pages of pertinent, factual information on our complete line of equipment. Write for your copy today.

SEE YOUR JOBBER OR WRITE DIRECT TO...

LARKIN

THE WATCHDOG OF THE NATION'S FOOD SUPPLY

519 MEMORIAL DRIVE·S·E· ATLANTA · · · GEORGIA

Household Refrigerator Sales by Knoxville Stores Dip to 237 In July

KNOXVILLE, Tenn. — A total of 237 household refrigerators and 14 commercial refrigerators with a combined dollar value of $59,834 were sold by 52 electrical appliance dealers in Knoxville during July, the Knoxville Utilities Board has reported.

Unit sales for domestic refrigerators were about 12% below the average for April and May as reported in a previous issue of the NEWS.

Electric range sales, on the other hand, numbered 308 units in July as compared with 368 in both April and May.

Total dollar volume for all residential electrical appliances amounted to $216,157 in July. Dollar volume for April and May together totaled $433,783.

The electrical appliance sales report for July, as compiled by the commercial department of the utilities board, follows:

RESIDENTIAL SUMMARY

	No. of Units	Value
Home Freezers	16	$ 5,377
Refrigerators	237	56,333
Ranges	308	65,681
Water Heaters	115	13,068
Other Major Appliances	30	4,310
Dishwashers	7	2,022
Waste Disposal Units	3	374
Washing Machines	310	36,382
Ironers	36	2,097
Space Heaters	17	934
Small Appliances	762	11,532
Lighting Equipment	588	8,617
Lamp Bulbs	2,181	2,012
Other Equipment	151	7,418
Total	**4,761**	**$216,157**

This report is compiled from 49 dealers.

COMMERCIAL SUMMARY

	No. of Units	Value
Refrigerators	14	$ 3,501
Ranges	9	2,886
Water Heaters	6	744
Steam Tables	1	255
Other Cooking Equipment	1	38
Counter Equipment	11	672
Space Heaters	2	200
Ventilating Systems	6	655
Air Conditioning Units	6	3,000
Motors	11	654
Lamps	3	73
Total	**70**	**$12,678**

This report is compiled from three dealers.

Honey Bees Sweeter When Keeper Installs Air Conditioning

ORANGE, Calif. — Leroy Bell has air conditioned his 42 bee hives, and both he and the bees think it's a honey of an idea.

The bees are so happy about the whole thing that they are producing more honey, rearing better queens, and seldom get the urge to raid neighboring colonies for honey. And they feel so kindly toward Mr. Bell now that he no longer has to don head-net and gloves to work on the hives.

The hives are located inside a long chamber where the temperature is kept between 80 and 85° F. and the relative humidity between 60 and 65%. That's the way the bees like it best.

J. B. Lanigan Takes Over Sales for Eureka Division

BLOOMINGTON, Ill. — Promotion of John B. Lanigan from manager of Pacific Coast sales for Eureka Division of Eureka Williams Corp. to sales manager of the Division is announced by George T. Stevens, Eureka executive vice president.

A graduate of the University of Wisconsin, Mr. Lanigan was formerly associated with *Time, Life,* and *Good Housekeeping* magazines.

Mr. Stevens also announces the resignation of George E. Wagner, sales manager of the central division, who was to return to his father's construction firm and operate an appliance business at Austin, Minn.

Supply Gain, Price Dip Combine To Brighten Small Motor Picture

NEW YORK CITY—Improvement in the supply of small electric motors coupled with price reductions of up to 25% on some models has been reported by the *New York Times.*

The paper quoted one industry source as saying that immediate shipment on almost all sizes of small motors out of stock is now possible.

This same source noted that ⅓ hp., standard single phase, 110 volt motors are now selling for approximately $35 whereas a few weeks ago they were selling for about $50.

Other industry sources were quoted as saying that small motors required for assembly of standard pumps and compressors had improved in delivery so that now there were virtually no shortages holding up shipments of completed units.

Electric motors in sizes larger than 10 hp. were still scarce.

Installation of Ice Cream Bar Featured In Special Opening by Supermarket

WILLIAMSBURG, Ky. — Opening of the new ice cream bar in the Sutton Super Market here recently marked another advancement in a small town store, which has expanded greatly since its founding eight years ago.

To publicize the opening Raymond Sutton, owner-manager, advertised in the local paper to the effect that free samples would be available to all visitors on the opening day. A story of the opening with pictures also appeared in the same issue.

The ice cream bar is combined with the luncheonette service which was recently inaugurated. A variety of flavors, "made fresh daily in the finest ice cream making outfit money can buy," is the claim of Mr. Sutton.

Sutton's also offers its customers locker service. These features are unusual in stores in this section.

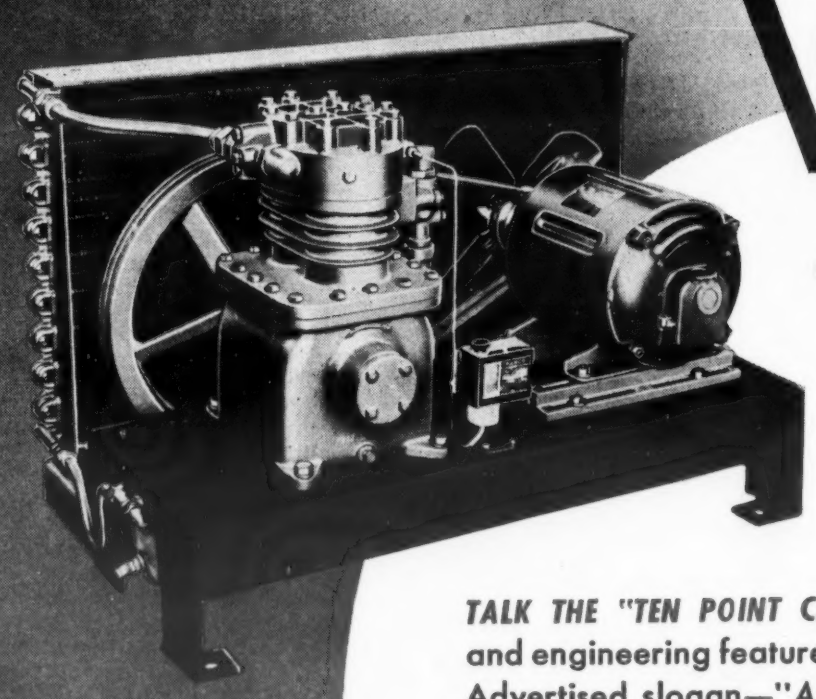
'Different' Idea Always Attracts Customers

Indicating how increased patronage has resulted, this photo shows customers crowding around the ice cream bar recently installed in the Sutton Supermarket, Williamsburg, Ky. Trade-wise Raymond Sutton, proprietor, made the most of this innovation among supermarkets by running a special advertisement in the local paper. He also provides locker service for customers.

...."HERE'S A 10 PLUS LINE THAT CLICKS EVERY TIME"

SAYS THE "Lehigh Team"

Lehigh BLU-COLD COMMERCIAL REFRIGERATION



— AND PLAIN SHOP TALK THAT YOUR CUSTOMERS UNDERSTAND

TALK THE "TEN POINT CHECK LIST" Itemizes and describes 10 structural and engineering features that bear out the Lehigh BLU-COLD Nationally Advertised slogan—"*America's Most Modern Condensing Unit.*"

TALK "HEAVY DUTY" Point out that Lehigh builds nothing but HEAVY DUTY Units—suitable for LOW, MEDIUM AND HIGH temperature use. Point out too, that the small mounting dimensions of BLU-COLD units make them adaptable to many self-contained refrigerators—with consequent better service.

TALK THE BLU-COLD "FIELD RECORD" In all modesty you can say, and prove, that the Lehigh BLU-COLD record in the field is really sensational. Fewer service calls—fewer breakdowns—and a beautiful record of smooth, trouble-free, economical operation for over a quarter century.

1/3 - 1/2
3/4 - 1
1½ & 2 H.P.
air cooled
HEAVY DUTY

Complete line to include up to 5 H. P. air and water cooled.

Now Nationally Advertised In Leading Business Magazines—Reaching More Than A Quarter Million Prospects—Including Those In Your Own 'Back Yard.' Are You Keeping In Step With This Leader? Ask For Details!

Lehigh Mfg. Co. PLANT: LANCASTER, PA.

INSIDE DOPE

by GEORGE F. TAUBENECK

(Concluded from Page 1, Column 1)

differences between employers and employes ought to be reconciled by discussions between representatives of labor and management without intervention by local, state, or federal agencies.

Aims and objectives of the Council are:

(1) To avoid strikes and lockouts through the most effective use of mediation.

(2) To develop understanding and cooperation between management and labor through the medium of friendly discussion and frank conference.

(3) To observe the law as the charter by which the rights of all citizens are assured.

(4) To advance the interests of the public through effecting industrial harmony by the use of voluntary procedures in handling labor-management problems.

(5) To recognize and preserve the fundamental rights of labor to organize and to engage in collective bargaining with management. Through the acceptance of collective bargaining, differences between management and labor can be disposed of between the parties by peaceful means, thereby discouraging avoidable industrial strife.

(6) To recognize and preserve the inherent right and responsibility of management to direct the operation of an enterprise.

(7) To observe contracts, collective bargaining or otherwise, without equivocation or evasion.

In the event of an industrial deadlock, either party may bring an existing or impending dispute before the Council, which will then select mediators.

If mediation fails, Council representatives will analyze the problem and make recommendations.

This sort of thing, we believe, is Democracy in Action.

Those Lucky Executives

A subscriber contributes the following, which he clipped from a house organ put out by a Philadelphia firm:

"As everybody knows . . . an executive has practically nothing to do . . . That is . . . except . . . to decide what is to be done . . . to tell somebody to do it . . . to listen to reasons why it should not be done . . . why it should be done by somebody else . . . or why it should be done in a different way . . . to prepare arguments in rebuttal that shall be convincing and conclusive . . .

"To follow up to see if the thing has been done . . . to discover that it has not been done . . . to inquire why it has not been done . . . to listen to excuses from the person who should have done it . . . and did not do it . . . to follow up a second time to see if the thing has been done . . . to discover . . .

"That it has been done, but done incorrectly . . . to point out how it should have been done . . . to conclude that as long as it has been done it may as well be left as it is . . . to wonder if it is not time to get rid of a person who cannot do a thing correctly . . . to reflect that the person in fault has a wife and seven children and that certainly . . .

"No other executive in the world would put up with him for another moment . . . and that . . . in all probability . . . any successor would be just as bad . . . and probably worse . . . to consider how much simpler and better the thing would have been done had he done it himself in the first place . . . to reflect sadly that if he had done it himself . . . he would have been able to do it right . . .

"In twenty minutes . . . but that as things turned out . . . he himself spent two days trying to find out why it was that it had taken somebody else three weeks to do it wrong . . . and then realized that such an idea would strike at the very foundation of the belief of all employes that . . . an executive has nothing to do . . ."

Is Peoria Typical?

As recorded here and elsewhere in recent issues of the NEWS, a survey sponsored by the Electric Institute of Boston confirmed a prevalent belief that "too many salespeople are lacking in the basic tools of effective selling."

The findings of this survey bring to mind those of another check-up which we've been meaning to tell you about for some time. The results of both are somewhat similar.

A while ago, editors of the magazine *Modern Industry* went to the test-tube city of Peoria, Ill., to find out for themselves what, how much, and how fast prospects for certain products were buying these items.

They had decided that Peoria would make a good test city because it is typical of the nation's better markets, and because it seems to be an ideal spot to measure the "normal" reactions of "normal" citizens.

In the course of talking to a variety of people—from housewives to appliance dealers to tractor makers—the investigators discovered some interesting things about today's consumers. They also came up with some keen comments—generally highly unflattering—about today's sellers, from the manufacturers on down.

Possibly their most significant conclusion is this: "Peorians represent a good and substantial market, but they have to be *sold*. A large percentage of their suppliers seem to have forgotten how."

In more detail, this is what the editors had to say about the suppliers:

"A distressingly large percentage of Peoria retailers, distributors, and retail salespeople . . . had not yet caught warnings of the competitive storm that it beginning to engulf them. Too many of them, with a few notable exceptions, are so busy dreaming about all the unavailable merchandise they could sell if they had it, that they don't take time to sell the items in their last month's dreams—merchandise that is currently sitting on their shelves.

"Retailers and distributors alike are still suffering from a wartime spree. When faced with the necessity of selling, their first thought is to create a spurious scarcity—to move their merchandise from under the counter instead of from the top.

"Dealer after dealer bragged of the success of this technique. . . . Some retailers seem to feel that actually urging a customer to make a purchase is beneath their dignity.

"Distributors . . . showed even less realization of the true state of the market. They are far too impressed by persistent demands for the items still in short supply to notice the lagging reorders of merchandise that they can furnish.

"Service departments have been allowed to wither and, in some cases, disappear entirely. Most existing repair departments are finding themselves hard pushed to get even the new merchandise, currently arriving in extremely poor condition, in good enough shape to sell . . .

"Retail sales staffs are far better trained at saying 'sorry, we don't have it' than they are at selling. Used to the customer taking whatever he can get, they are totally unprepared for quality and price resistance.

"The leading department stores, particularly sensitive to sales changes, are desperately trying to retrain their old sales staffs and replace some of the wartime additions who aren't worth training . . ."

Manufacturers In Bad

Nor did the manufacturers escape caustic comment.

"There was little evidence in Peoria to indicate that many manufacturers were any more alert to the realities of rising sales resistance and the necessity for selling than most of their retailers and distributors.

"Lack of company promotion effort, the presence in the market of top-branded merchandise in substandard condition, and signs of deteriorated company-dealer relations all point to the big job ahead for manufacturers."

Also, "some manufacturers" were taken to task for excessive franchising "with little regard to the quality of the outlet." This, the editors said, has helped to create a large number of marginal retailers.

Some of these retailers have made quick profits on off-brands, and retired from the field, they reported. Others, they noted, will hang on until lack of know-how and disregard of customer service forces them to the wall.

"In the meantime," the investigators declared, "the manufacturer's old and established dealers, angered at careless distribution of the brand that they helped to build, are switching to new brands. The company with a thoughtless franchising policy will lose out all around . . ."

"Alert Peoria retailers—the kind who are meeting the buyer's market face to face and doing something about it," the report went on, "know what they want from their manufacturers.

"They want the same kind of help that they got before the war. They want more displays, more advertising, fewer defective products, aid in training their sales staffs, and stronger factory service setups. They want protection from fly-by-night competition, in the form of a tighter franchising policy.

"More than one respectfully suggests that it might be a good idea for the manufacturer to send some of his own representatives around to find out for himself what is happening on the sales front."

Getting back to the Peoria consumers, the editors had this to say:

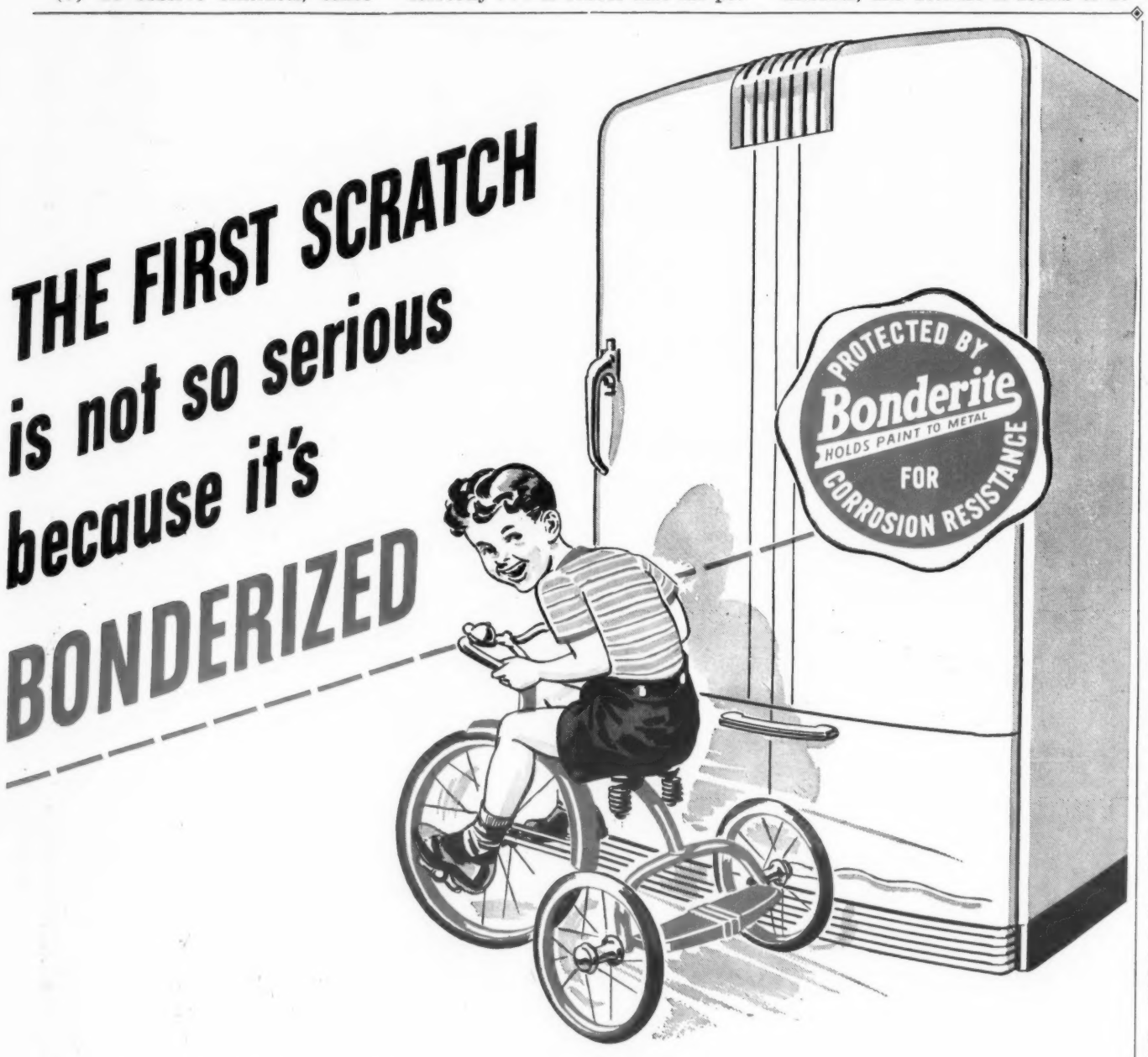
"1. Most of these typical citizens will make their 1947 purchases out of their 1947 incomes, plus what credit they can get. Much of their savings have already been dissipated in luxury buying, strikes, and impulse spending, or are being held for a rainy day.

"2. In 1947, Peoria families will carefully weigh their 'desire' and 'need' for a new car, clothes, refrigerator, house, new furniture and furnishings, washing machine, and console radio, one against the other. Most will buy one or two of these items, but won't be able to afford them all. Competition will occur between products as well as between brands.

"3. As soon as any reasonable supply shows up, the citizens begin to shop for quality and price."

The investigators reported that the average Peorian, in company with his fellows all over the country, "watched his house, his car, his clothes, and his basic household equipment wear out . . . during the five years when replacements were unavailable."

"But," they said, "he didn't set up an adequate 'depreciation reserve' to replace them. Today, with take-home pay down and living costs up, the savings that do exist are more and more being considered as 'recession insurance' rather than money to be spent to fulfill immediate desires."



THE FIRST SCRATCH is not so serious because it's BONDERIZED

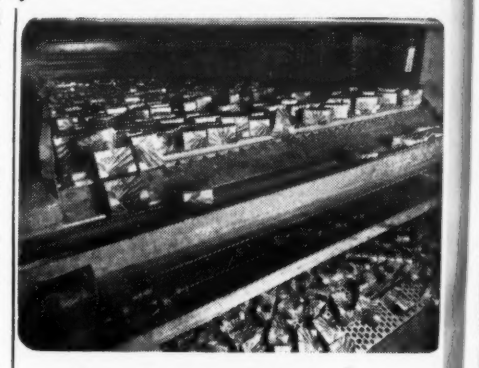
In its service lifetime, a refrigerator is apt to get several scratches and dents. But it's the first one that's hardest to bear.

With Bonderizing on guard under the enamel, however, a scratch isn't the calamity it used to be. The nonmetallic coating of rust-resistant Bonderite crystals acts to prevent the spread of finish failure around these accidental breaks in the paint film, confines damage to the scratch itself, keeps the surrounding areas tight and white and clean.

Most manufacturers protect and preserve the fine appearance of the refrigerators and home freezers they build by Bonderizing. Most buyers of home appliances know and appreciate the worth of this fine process. Good salesmen use this sales feature, always tell their customers, "It's Bonderized."

PARKER RUST PROOF COMPANY, 2170 East Milwaukee Ave., Detroit 11, Michigan

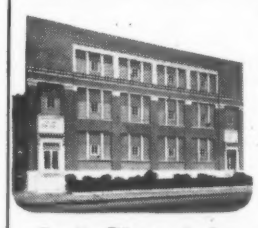
BONDERIZING Holds Paint to Metal — PARKER PROCESSES — PARKERIZING Inhibits Rust — PARKER PROCESSES — PARCO LUBRIZING Retards Wear on Friction Surfaces



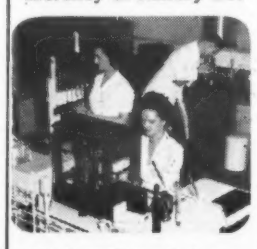
Ice Cream Frozen at 50° Below Zero by—

FRICK Refrigeration

In this tunnel at the Hershey Creamery Company, Harrisburg, Penna. Double conveyors, 120 feet long, handle the packages on two levels, automatically. Low-temperature air, blown from cooling coils overhead. freezes the product in less than an hour: rate, 180 pints per minute.



Sunlit Plant of the Hershey Creamery Co.



Modern Test Laboratory at Hershey Plant

Twice enlarged and now in its eleventh year of operation, this Frick-Freezer is still supreme in its field. Consult the nearest Frick Engineer about that quick-freezer, to handle ANY product needed by your community or business.

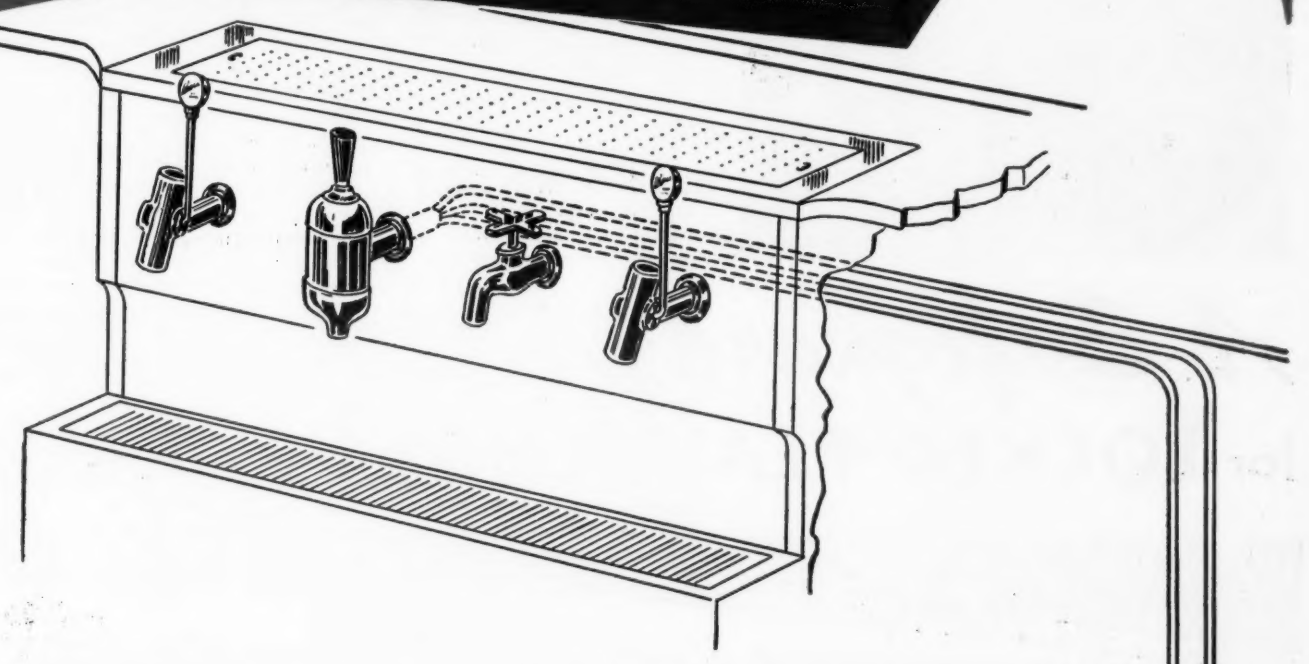
DEPENDABLE REFRIGERATION SINCE 1882 — FRICK CO. — WAYNESBORO, PENNA., U.S.A.

Packages of Ice Cream on their way to the Freezing Tunnel

HUDSON SCORES AGAIN!!!

In 1946 the HUDSON Constant Pressure Carbonator Lead the Field

IN 1947 IT'S THE HUDSON 3 WAY DRINK DISPENSER



At last the service bar can be modernized. The Hudson 3 Way Dispenser provides "coke", gingerale or soda ON TAP — out of one and the same dispensing faucet. Just imagine, by pulling the handle straight forward, you can dispense a sparkling soda water, pull the handle to the left for a chaser of a nationally famous cola, or pull the handle to the right and out comes gingerale; all properly mixed and ready to serve ice cold, and positively no intermixing of flavors. Replace old-fashioned soda faucets without mutilating the service bar to provide soda, plus "Coke" and gingerale. No more messing around with bottled goods. No more cases to occupy space. No more bottle deposit investment. No loss on breakage. With a Hudson 3 Way Dispenser the finest cola, gingerale or any other desired syrups can be used to make chasers at less than ½c each!

No bar can afford to be without this amazing invention. One installation leads to a string of sales.

Write today telling us how many bars you service and territory you cover.

A COMPLETE SYSTEM

The Hudson 3 Way Dispenser is the visible operating unit of a complete system, which includes two 3 gallon stainless steel syrup tanks, proportioning valves and accessories to provide a mechanically and hydraulically perfect operating system.

"Coke" is the registered trademark of the Coca Cola Co.

HUDSON PRODUCTS CO. Inc.

4400 ST. AUBIN AVE.

DETROIT 7, MICH.

Copyright 1947 Hudson Products Co., Inc.

Warranteed for 5 Years

OASIS
ELECTRIC WATER COOLERS

You "dial-a-drink" with feather-light finger pressure on the improved bubbler control of the smart, new OASIS Electric Water Cooler. The bright, sanitary, stainless steel top is its crowning beauty. The neat, lustrous, walnut-bronze cabinet protects the most advanced type of quiet, dependable, mechanical cooling unit. The ebony base is recessed for toe comfort. Attractive in any surroundings, it is unsurpassed for convenient drinking ease . . . newly created by EBCO —20 years a leader in the electric water cooler industry.

The EBCO MFG. CO.
401 W. Town Street
Columbus 8, Ohio

Do Put 'Banana Crunch' In Refrigerator, Says Ross Industries

SAN FRANCISCO—In a last-ditch attempt to get those bananas back in the refrigerator, Ross Indust ies, local candy maker, has whipped up a new frozen confection called "Banana Crunch."

In consists of fresh banana and peanut brittle mixed together, molded in the shape of a banana, and frozen. Covering the delicacy is a coating of chocolate.

Newspaper and outdoor advertising here indicates that Ross Industries may implement nationwide distribution of "Banana Crunch" by enfranchising candy firms in various parts of the country. Frozen food dealers are to handle the item on the retail level.

Black & White Store Gets 120 Tons of Conditioning

MEMPHIS, Tenn.—Stephen Bros., Frigidaire dealer-contractor, has just completed installation of 120 tons of air conditioning equipment in Memphis' new $1,000,000 Black & White Store at the corner of Gayoso and Main Sts.

Company officials said the air conditioning system, one of the most elaborate to be installed in this part of the country, employs the latest tested equipment and assures the entire store comfortable, cooled, circulated air under all conditions.

What a Home Freezer Does for User

Brown Thomson's
HARTFORDS FRIENDLY DEPARTMENT STORE
BT'S SHOWS YOU WHAT A
Home Freezer does for you
Home Food Freezers Make These and Other Savings
Over a Short Period of Years the Freezer Pays for Itself
1. Buy food in quantity and save money.
2. Buy food in season when it's cheapest.
3. Preserve food from your own garden.
4. Do all your baking at once and save energy.
5. Operating costs are low—only a few pennies a day.
6. Mechanically, home freezers are quiet and dependable.
7. All have smooth, attractive cabinets.
8. Easy to install and convenient to place anywhere.
Miss Susan Micka Presents a
Moving Picture On Freezing
Buy Your Freezer Now
At B T's and Receive
$10.00 to $50.00 Worth
of Food at No Extra Cost
A Thanksgiving Dinner NOW
B T's Leading Make Freezers
$149.95 to $549.00
Use Our Easy Budget Plan
B T's APPLIANCES—Downstairs Store

Brown Thomson's advertisement in "Hartford Daily Courant"

• • •

Dept. Store Uses Advertising, Technicolor Movie, Lecture To Sell Home Freezer Advantages to Public

HARTFORD, Conn.—To get the home freezer story over to the consuming public, Brown Thomson's department store here recently staged a week long educational and sales campaign sparked by a three quarter page advertisement in the *Hartford Daily Courant*.

Success of the campaign was indicated by a sales volume estimated to be 10 times greater than normal for the period.

The advertisement, entitled "BT's Shows You What a Home Freezer Does for You," listed four savings a freezer makes and outlined four other convenience factors.

It invited the public to see a technicolor movie at the store on freezing and preparation methods and to hear a lecture on frozen foods and how to freeze them.

It further offered the first 10 purchasers of home freezers a complete Thanksgiving dinner, frozen and placed in their freezer ready for use on Thanksgiving day. At the same time, customers who bought their freezers during that week were offered from $10 to $50 worth of food, depending on size of unit purchased. Dinners were supplied by the Hartford Electric Co.

Savings attributed to the home freezer were:

"1. Buy food in quantity and save money,

"2. Buy food in season when it is cheapest,

"3. Preserve food from your own garden,

"4. Do all your baking at once and save energy."

Other convenience features listed were:

"5. Operating costs are low—only a few pennies a day,

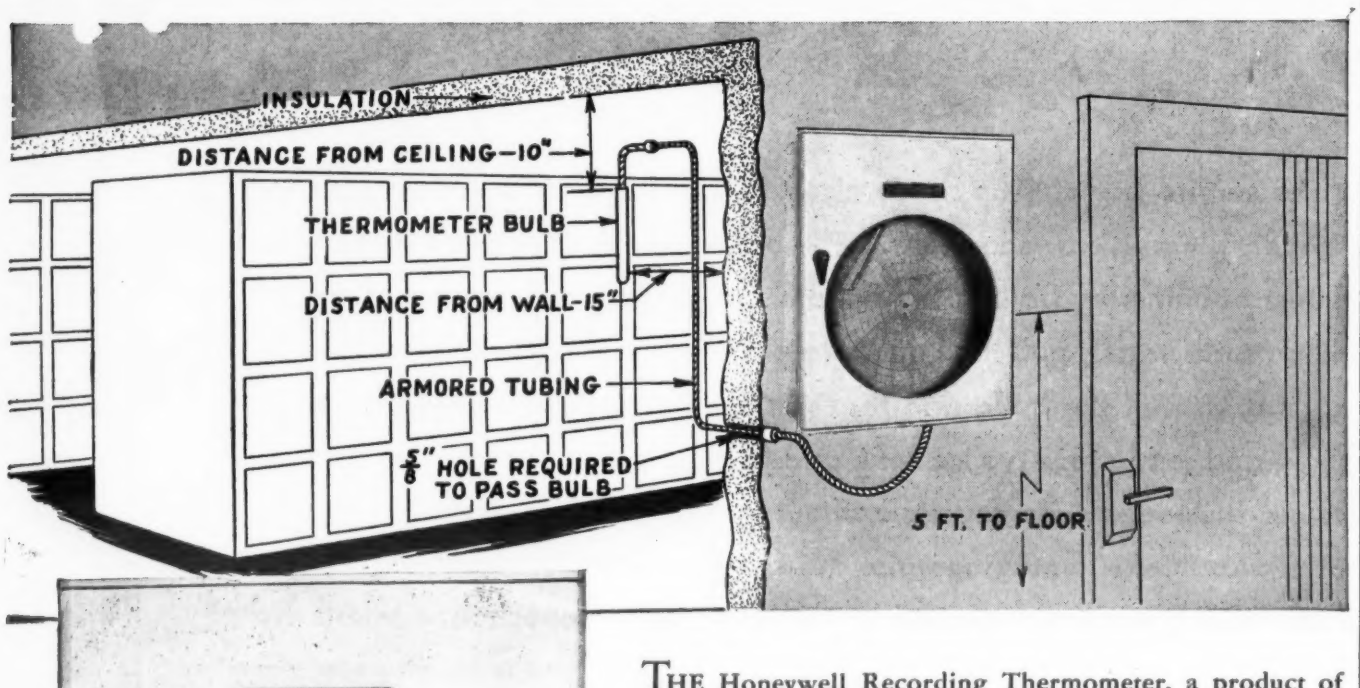
"6. Mechanically, home freezers are quiet and dependable,

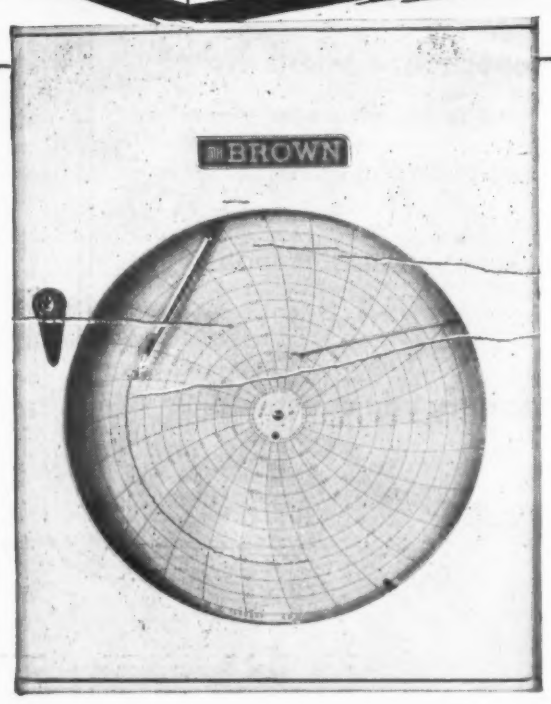
"7. All have smooth, attractive cabinets,

"8. Easy to install and convenient to place anywhere."

Pictured in the advertisement that led off the educational campaign were seven different brands of home freezers ranging in price from $149.95 to $549 and in capacity from 3.4 cu. ft. to 18.5 cu. ft.

A Safeguard . . . . for LOCKER PLANTS and CUSTOMERS





Honeywell Recording Locker Room Thermometer, Model No. 625101; Chart No. 10678, Range —10° F. to +75° F., 10" diameter, seven day revolution, electrically driven with pin type chart hub. ½" x 3½" copper bulb with 10" extension neck and 5' of bronze armored tubing.

THE Honeywell Recording Thermometer, a product of the Brown Instrument Division, provides permanent and continuous chart records of temperatures—day and night—convincing proof to locker plant patrons that temperatures are held constantly within safe limits to protect their property against spoilage.

Honeywell Locker Thermometer temperature chart records are accurate. They promote customer good will—they safeguard locker operators against possible damage claims because they furnish irrefutable evidence that correct temperatures are maintained. The large, easy to read charts and the streamlined appearance of the thermometer add prestige and distinction to the plant.

In states where recording thermometers are mandatory, Honeywell thermometers fulfill every legal requirement. If your state has not passed this legislation, don't wait—profit now by having your own men install the accurate and dependable Honeywell Recording Thermometer. Order from your wholesaler or mail the coupon.

Mail this Coupon Today

MINNEAPOLIS-HONEYWELL REGULATOR COMPANY
2659 Fourth Avenue South, Minneapolis 8, Minnesota

Please send detailed information about the Honeywell Recording Thermometer for locker plants.

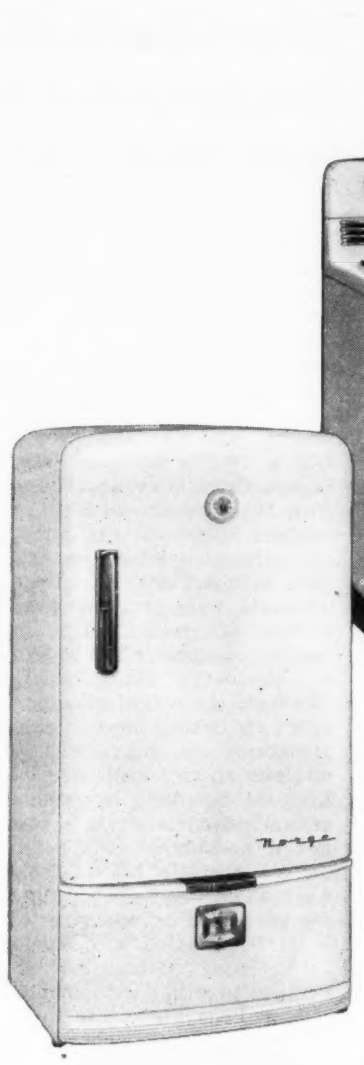
Name_____

Address_____

City_____ State_____

MINNEAPOLIS Honeywell
CONTROL SYSTEMS

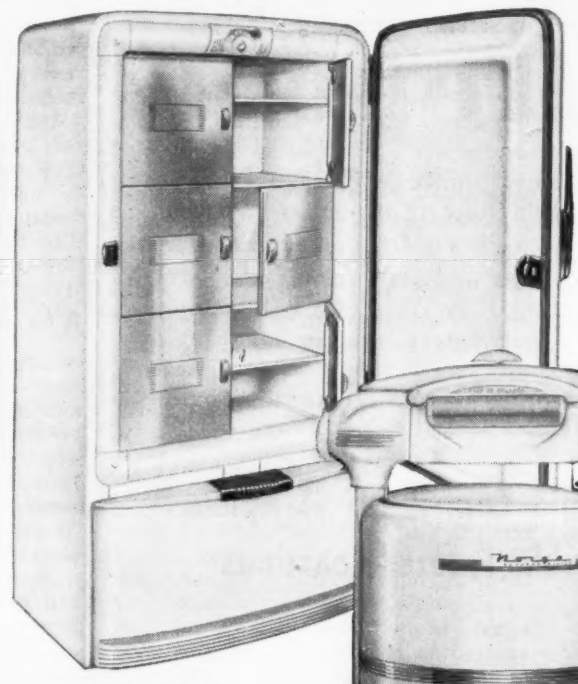
manufacturing co.
SHIMER COOLER
DESIGNERS AND BUILDERS OF REFRIGERATION EQUIPMENT
STANDARD AND CUSTOM BUILT WALK-IN COOLERS & FREEZERS
COLD STORAGE DOORS SUPER FREEZE DOORS TRACK DOORS
YORK, PENNSYLVANIA



REFRIGERATORS*

GAS RANGES*

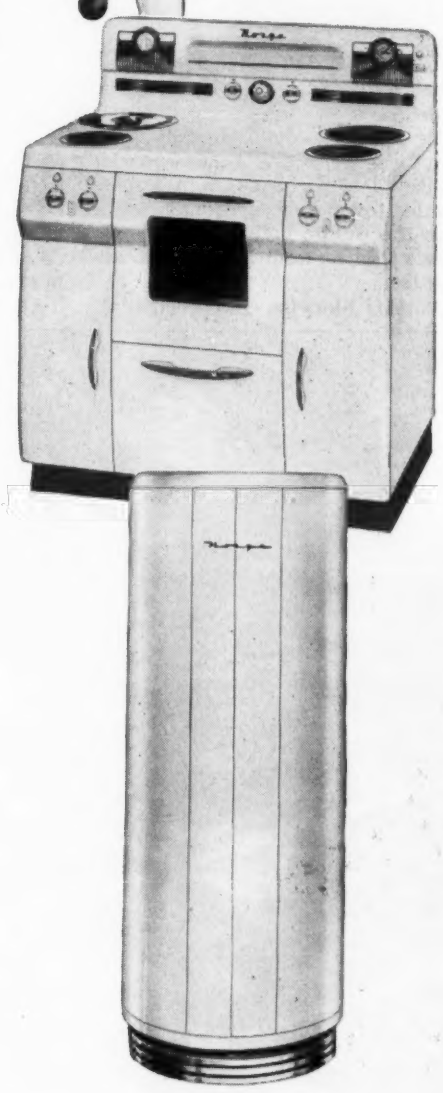
HOME HEATERS*



HOME & FARM FREEZERS*

WASHERS*

NORGE ALONE



ELECTRIC RANGES*

ELECTRIC WATER HEATERS*

offers under one brand name a share in ALL THESE MARKETS

As a Norge retailer, you stand to get a greater share of the biggest appliance market ever! For only Norge offers you seven great lines under one nationally advertised brand name . . . seven types of major appliances available through one distributor. Each product is a fast-moving, big-ticket item in its own right . . . each paves the way for profitable tie-in sales.

These are a few of the reasons why, no matter where you go, you'll find that "the best dealer in town sells Norge!" Norge Division, Borg-Warner Corporation, Detroit 26, Mich.

"THE BEST DEALER IN TOWN SELLS NORGE"

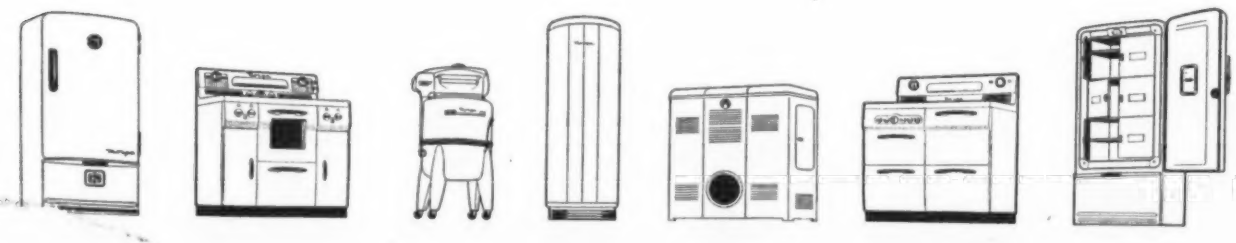
***ESTIMATED NATIONAL SALES FOR 1947**

Refrigerators	3,349,620 units
Electric Ranges	868,420 units
Home Heaters	1,250,000 units
Washers	2,636,275 units
Home and Farm Freezers	341,165 units
Gas Ranges	2,000,000 units
Electric Water Heaters	434,210 units

THAT'S WHY WE SAY:

When you're in Norge you're in Big Business!

Norge products, distributed worldwide, are typical examples of the values made possible by the American system of free enterprise.



SEE NORGE BEFORE YOU BUY

Field Report

Before the war one of the most popular editorial features to appear in the NEWS was the "Field Report," which is now being resumed.

In the "Field Report" the editors and staff correspondents of the NEWS bring to the readers, not only their own opinions and interpretations, but report what distributors, dealers, and service contractors are currently finding out about the market, prices, service charges, and all the other problems that arise in distributing the industry's products.

Dealer and Producer Should Contribute $1 Apiece Toward Fund To Make Public Freezer-Conscious

CHICAGO—Sol Polk, a local appliance retailer, has a couple of suggestions for the manufacturers:

He's convinced they should form some sort of organization to intensively promote the home freezer, and he thinks they ought to stress 10 and 12-cu. ft. refrigerators in their advertising.

Mr. Polk is president of the 11-year-old Central Appliance Co., whose three stores cover a radius of 10 miles of Chicago's northwest side and most of northern Cook county.

As he sees it, an arrangement could be worked out whereby the manufacturer and the dealer would contribute $1 a piece on each appliance sale toward a national fund to make the public freezer-conscious. He doubts that an additional $2 would affect sales.

Mr. Polk is likewise convinced that equal promotional effort must be applied to two other appliances, the automatic washer and the ironer. He says producers and dealers have a big job to do in paralleling the demand for refrigerators with a like acceptance for all three items.

To Demonstrate Is a Duty

In a practice-what-you-preach spirit, he considers himself obligated to push appliances in limited demand. Taking ironers for example, he elaborates:

"It's my duty to demonstrate to a customer, even though she may not plan an immediate purchase. That's building for the future. She may not buy her ironer from me, but if we dealers make the public ironer-conscious, there will be plenty of business for all of us."

Only by educating the public to the value of these appliances can the industry match the strong competition for the consumer's dollar, he feels.

His belief that 10 and 12-cu. ft. refrigerators are going to be in increased demand prompts Mr. Polk to call for emphasis on them in manufacturers' advertising. He would like to hear dealers talking up the larger models, too.

Why Bigger Models Are Needed

The 4 and 5-cu. ft. refrigerators were made obsolete by such selling and customers have already discovered that 7 and 8-cu. ft. models are too small for the average family, he points out. Selling a larger unit means more than a larger unit sale, he declares; it means a satisfied customer.

Mr. Polk operates his business on the principle that dealers and salesmen must be well grounded in the appliances they are selling. Not a week goes by without a demonstration for his salesmen by a manufacturer's representative. Whenever possible his salesmen attend manufacturers' meetings. In addition, Central Appliance holds its own sales meetings every week.

The company wants its salesmen to have not only a sound knowledge of what their product can do, but the ability to translate it into examples the housewife can understand. According to Mr. Polk, the finest range on the floor is only a steel cabinet with gadgets. No one ever sold a range, he claims; they sold perfect meals and clean, cool kitchens.

In line with this policy, Mr. Polk has neighborhood housewives bring in their soiled clothes—the dirtier the better—and then lets his automatic washing machines do most of the selling.

Another merchandising angle—one he used in the early days of the business and is still using with success—is that of making appliance sales in "strategic spots." Convinced that "keeping up with the Joneses" accounts for many sales, he sells a refrigerator or a range to the most popular woman in the neighborhood, the presidents of women's clubs or heads of parent-teacher associations.

Two weeks after the appliance has been installed, a salesman calls to check on the operating condition. He rarely fails to obtain new leads in the immediate neighborhood.

Some Touches of Showmanship

Believing that successful appliance merchandising requires a sort of semi-showmanship, Mr. Polk goes in for such things as supplying entertainment for local groups. He finds that television and FM demonstrations and films supplied by Hotpoint, Inc., build good will for him in the community.

To further maintain contact with his neighbors, Mr. Polk operates an automobile service station opposite one of his stores.

Another touch is the firm's new 150-ft. window on heavily-traveled Central Ave.

The way Mr. Polk looks at it, dealers aren't competing with one another; their real competition is the new car, the fur coat, and the resort hotel. How Mr. and Mrs. America decide to spend their money depends, he avers, on showmanship.

Before the war, the company sold gas ranges for defense housing. It now finds that many of these are coming back as trade-ins. Customers are in the market for postwar electric ranges and the concern sells Hotpoint, G-E, and other nationally-advertised products as fast as it gets delivery, according to Mr. Polk.

List of Customers Wanting Used Refrigerators Helps Dealer Handle Trade-Ins

AUGUSTA, Ga.—The problem of what to do with the first trickle of trade-ins coming in from new-refrigerator customers has been solved at Bowen Bros. Hardware Co. here, through keeping a "referral list" of potential used-refrigerator customers.

Franchised with many leading lines of refrigerators and major appliances, and having completed a 175 x 30-ft. appliance department, Bowen Bros. is constantly confronted with the trade-in problem, according to Carl Sumerau, appliance buyer.

"Although we have a large service shop with a $5,000 inventory of parts, adequate refrigeration overhaul facilities to rebuild trade-ins from scratch, we prefer not to handle them at present," Mr. Sumerau said. "Therefore, every salesman in the new appliance department has instructions to take the name and address of any customer who states that she is willing to purchase a used refrigerator until it is possible to get a new one.

"We compile all of these names, keep them handy, and dig them out for presentation whenever a trade-in must be handled in a sale of a new refrigerator. Often, the two parties can get together without bringing the Bowen Bros. store into the matter at all. When we know exactly what every low-income customer wants in the way of a used box, it is no trick at all to pick out the right market for the trade-in which matches."

What trade-ins Bowen Bros. is accepting are transferred to the firm's large refrigeration overhaul shop in a separate warehouse, where they are completely rebuilt and refinished, up to sealed units. They are then placed on display in a "trade-in store" maintained separately from the rest of the organization.

ARA Distributing Co. Occupies New Quarters In St. Louis

ST. LOUIS—A R A Distributing Co., appliance distributor established here in January, is occupying new quarters at 2300 Olive St., where it has leased approximately 10,000 sq. ft. on the first floor of a stone building owned by Fred Varney.

The firm, which announces its appointment as distributor of the Revelation water cooler, is distributor also for Crosley appliances.

Initials in the company name stand for "America's Recognized Appliances."

Police Use Washer In Vagrant 'Clean-Up' Campaign

WALLA WALLA, Wash.—"Wash." means more than their state's abbreviation to local policemen, vagrants here have discovered.

Before they are discharged, vagrants picked up by the police get their clothing laundered in the department's Bendix automatic washer. An automatic dryer is said to be on order.

WELCOME TO *Tecumseh*

Chieftain

Tecumseh, Michigan, U.S.A. . . . "hometown" to 3500 Americans. Here is agriculture, here is industry . . . and here, too, you'll find the spirited human elements that are responsible for strength, progress and plenty. Blazing individualistic pride . . . friendly neighborhood rivalry . . . the free flow of competitive business . . . these account for a national standard of living unapproached by any other country in the world.

This is the first installment in a series that tells the story of a typical American business enterprise. The story of how, in 16 years under a free competitive system, a company has grown from the nation's smallest to the world's largest producer of compressors and condensing units for the refrigeration industry. It is the story of . . .

A Brief for FREE COMPETITIVE BUSINESS

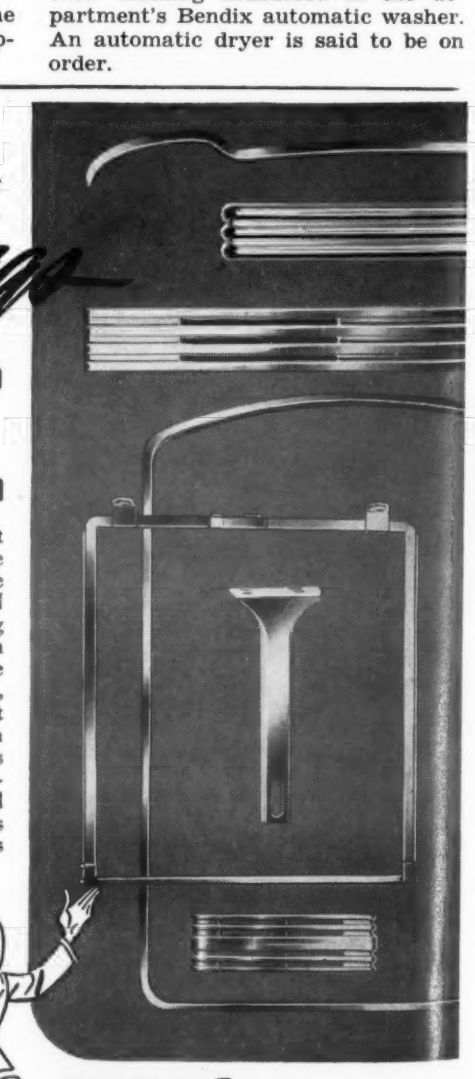
TECUMSEH PRODUCTS COMPANY
Tecumseh, Michigan

Mouldings

to Blend with YOUR Product's Design

● Moulding is an integral part of effective design. Be sure mouldings for your products are right with mouldings by JOHN LEES. Stainless steel moulding may be the answer to a problem which might have required more expensive, and less attractive, castings or stampings. Consult our engineers, experienced in meeting moulding requirements for decorative trim, frame assemblies, functional channels, and other applications. Let mouldings by JOHN LEES help make sales for you.

● *Send for free analysis, recommendations and costs on your rolling, forming and polishing requirements. Hundreds of standard sections. Special sections made to specifications.*



NEW! Electrolytic Polishing!

● JOHN LEES is equipped to polish either mechanically or by the new electrolytic method. The latter is superior for punched, stamped, and formed surfaces; produces a gleaming finish over the entire surface. In many cases it is less costly

JOHN LEES

DIVISION OF
The SERRICK Corp., Muncie, Indiana, U. S. A.

Flavor, Texture, Color of Dried Fruits Protected by Low Temperature, Humidity

Research Shows Need for Special Storage Conditions

BERKELEY, Calif.—Dried fruits are better if they are held at low temperature, 32° to 40° F., and in adequately dry atmosphere from production to consumption, an achievement report recently released by the Refrigeration Research Foundation here stated.

"General opinion among storers and storage men is that the low temperature storage and handling are highly successful and beneficial," the report declared. "The reasons why cold storage of dried fruits had increased only recently are (1) previous lack of demonstration of its value and (2) unawareness on the part of the food industries of the benefits to be gained."

The report was based on a project conducted by the Bureau of Plant Industry, Soils, and Agricultural Engineering, U. S. Department of Agriculture, under the leadership of W. T. Pentzer at Fresno, Calif., during the years 1944 to 1946.

3 Groups Aid Research

Financial aid and cooperation was given the project by the Refrigeration Research Foundation, the California Dried Fruit Association, and the subsistence research and development laboratory of the Quartermaster Corps, U. S. Army.

Results of the resarch showed that:

"Storage of dried fruits at approximately 32° F. with 40° F. as an approximate upper limit, and also at low humidity, is of sufficient value to the dried fruit industry generally to justify such storage as standard year-round practice.

"Low temperature storage controls browning, particularly for dried apricots and peaches, but also for apples, pears, and nectarines, and even for whole fruits such as prunes and figs.

Fruit Insects Retarded

"At the low temperatures mentioned, insects such as raisin moths, and dried fruit bettles, which commonly infest dried fruits, are dormant and are gradually killed.

"Flavor, texture, color, and vitamin content of dried fruits are protected notably and significantly at low temperatures.

"Low humidity controls sugaring, both externally and internally which affects raisins, figs, and prunes, and, to a minor extent, apricots.

"Avoidance of high humidity and in some instances of even moderate humidity is necessary to prevent mold and sugaring. For this reason, a temperature of about 31° or 32° F. is safer and better than 40° F. However, low humidity is important at 31° to 32° F. as well as at higher temperatures of 40° F."

Tests were conducted with fruits in commercial fiberboard containers holding 25 or 30 lbs. Apples, however, were packed in wooden boxes holding 50 lbs., the Research Foundation's report indicated.

Temperatures used were 32°, 40°, 55°, 75°, and 90° F. Low and moderate relative humidities, 55% and 80%, were compared at 32° and 40° F.

Results by Products

Results yielded with specific products were:

"Raisins: At 32° and 40° F., sugaring was prevented for well over a year at low relative humidity, provided the moisture content of the dried fruit was not unusually high. These temperatures are also effective in the control of insects.

"Keeping raisins in an atmosphere of low moisture content is important. For purposes other than insect control, low humidity is more important than low temperatures.

Raisin Moisture Content

"Raisins usually contain 15 to 20% moisture. For extremely long storage a lower moisture content would be an advantage.

"Figs: At 32° and 40° F. with low relative humidity figs kept well for more than a year. At 55° F. and higher temperatures they darkened within five months. Low humidity controls sugaring.

"Prunes: At 32° and 40° F. with low humidity prunes kept well for over a year, in excellent condition. For storage of four to five months a moderate humidity was not objectionable.

"Apples: At 32° and 40° F. with low humidity excellent color and texture were retained for a long storage period. A relative humidity of 80% was not objectionable at 32° F., but at 40° F. enough moisture was gained to cause the fruit to mold within eight months.

"During a period of eight months, 55° F. resulted in only slight browning but considerable mold because of high humidity (85%).

"Pears: Results were most desirable at 32° and 40° F. with low humidity. At 55° F., there was a slight darkening during long storage.

"Peaches: With sun-dried freestone peaches, results were best at 32° F. with low to moderate relative humidity. At 40° F. with moderate humidity, moisture pick-up was too great. A temperature of 55° F. permitted darkening.

Clingstones Differ Slightly

"Clingstone peaches (dehydrated after steam scalding) withstood higher humidity than the freestone fruits at comparable temperatures. Otherwise they behaved similarly to freestones.

"Apricots: At 32° F. with either low or moderate humidity, dried apricots remained in excellent condition. At 40° F. with moderate humidity there was enough gain in moisture content to be somewhat objectionable."

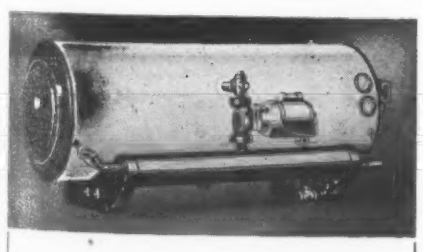
The researchers assumed that these results would apply to other varieties of the same fruits than the particular ones they tested, according to the report.

The report further pointed out that "in 1946 slightly over a fourth of the 500,000 ton crop of dried fruits was stored in refrigerated warehouses in the United States and it seems obvious that larger amounts will be cold stored in the future."

Fridley Brothers Named Whiting Distributor

ST. LOUIS—Howard Roberts, vice president in charge of Whiting Corp.'s Refrigeration Division, announces the appointment of Fridley Brothers, Inc., St. Louis, as distributor for Whiting home freezers.

Under the direction of President A. (Arlie) Fridley, Fridley Brothers have started off the Whiting freezer by conducting frozen food dinner promotions for their dealers.



INDUSTRIAL COOLERS

High suction pressure water coolers ideal for bakery ingredient water and jacket cooling, film processing, bottling plants, etc. Variable ranges of sizes. Low suction pressure for remote installations and cabinet type coolers also available.

DAY & NIGHT
REFRIGERATION DIVISION
DAY & NIGHT MFG. CO.
One of the Dresser Industries
MONROVIA, CALIFORNIA
SOLD THROUGH REFRIGERATION WHOLESALERS AND DEALERS

It's Doubly THRIFTY to Own the New KOCH 25 Cu. ft.

The FIRST Really NEW POSTWAR REFRIGERATOR

The Koch Reach-In 25 cu. ft. refrigerator is now available with or without the convenient ICE-MAKER.

THIS KOCH REACH-IN HAS EVERYTHING YOU WANT

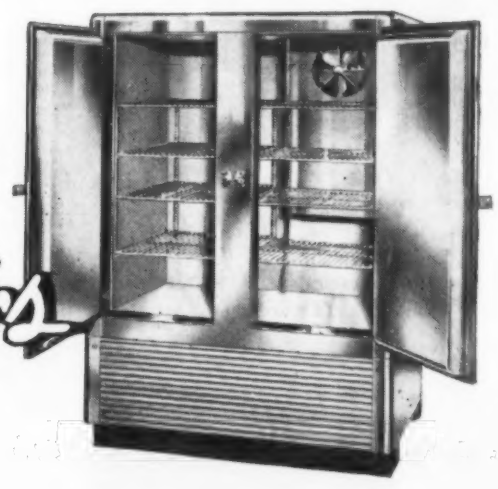
No Wood Used to Interrupt Insulation
216 cube ice maker

With the new KOCH all stainless steel reach-in refrigerator you eliminate food spoilage through better food maintenance . . . it provides a surprising economy of operation with a lifetime of service. In this versatile commercial refrigerator you now have a 21 pound ice maker. You can freeze 216 cubes at a time or remove 4 trays and a shelf leaving 108 cubes and gain a space 5½ inches high, 13 inches deep and 12 inches wide for storage of frozen foods. Sixty-four years of refrigerator manufacture, plus the rich experience accumulated in making thousands of Stainless Steel Refrigerators for the U.S. Navy, assure you of America's finest refrigerator . . . all stainless steel, fully welded into one unit! For a lifetime of thrift, insist on KOCH. It's a beauty and has no equal!

"Koch is Top Notch"

KOCH Refrigerators

NORTH KANSAS CITY 16, MO. SINCE 1883



Any Salesman Compensation Plan Has Merit If Dealer Makes It Work Properly

SPOKANE, Wash.—"One unproductive or dissatisfied salesman in a retail store employing two salesmen can create a situation fully as disruptive as a strike of half the labor force of an industrial concern employing thousands."

With that warning, the Inland Empire Electrical Dealers Association introduced its recently issued pamphlet on the "Compensation of Salesmen."

The pamphlet explains, discusses, and compares five different methods of compensating salesmen—straight salary, straight commission, commission with guarantee, and salary and commission.

It does not recommend any particular plan, but advises members that the plan employed depends entirely on individual conditions in their stores.

"Perhaps of even more importance than the type of plan," it says, "is the method in which it is administered. Advantages and disadvantages of various plans should be weighed in light of your needs and of your facilities and inclination to administer them."

The need for careful consideration was further emphasized in the pamphlet by pointing out that in announcing a wage plan to his employes and applicants, an employer makes irrevocable commitments to them.

6 Points to Consider

Six points to consider before adopting a compensation plan were listed as follows:

"1. Whether the future selling job will largely rest on the salesmen or whether much reliance will be placed on advertising and good location to make the salesmen's work easier.

"2. Whether you will hire experienced salesmen or whether you will train your personnel yourself.

"3. The number of salesmen needed to create maximum efficiency in the type and size of operation you plan.

"4. The amount you can afford to pay for a sales force.

"5. Whether the amount you can afford, when divided among the salesmen needed, will give each an income which is

"a. satisfactory to him,

"b. comparable to incomes of others in the community doing similar work,

"c. in fair proportion to your personal salary and the incomes of your other employes.

"6. Which plan's advantages outweigh the disadvantages for your business.

"The amount to be paid each salesman," the pamphlet went on, "will, of course, be based on considerations number 3 and 4 above, substantiated or modified by consideration number 5. The amount you can afford for a sales staff is a budget consideration."

It pointed out that surveys made in 1940 and early this year indicate that an allowance of 7% of net sales is suitable for the average operation.

"Of course," it warned, "no such arbitrary figure can be considered satisfactory for all stores."

Determining the amount to be paid under each plan was discussed at length. The pamphlet stated:

How to Figure Pay

"If you have selected one of the plans which provides incentives, determination of the amount of incentive should follow determination of total amount to be budgeted for the compensation of each salesman.

"Regardless of the nature of the plan selected, probable costs of any employe benefits provided (e.g. insurance and paid vacations) should be accounted for, because these costs must be paid out of the total allocated to salesmen's compensations.

"If the straight salary plan has been chosen, the remainder after a reserve for benefits has been deducted can be scheduled for salary payments.

"If the straight commission plan is to be used, the amount to be set aside for benefits can be expressed as a percentage of anticipated sales and deducted from the percentage of sales budgeted for salesmen's compensation.

"The remainder will then represent the amount of commission to be paid.

"Example: You have two salesmen and you have budgeted 5.5% of an anticipated sales volume of $96,000 for their compensation. You provide two weeks' vacation and sick leaves with pay based on average earnings during the preceding two months.

"If you estimate a cost of $92 each for vacations and $70 for sick leave, your total cost of benefits will equal $324 per year, or about .35% of gross sales.

"Commissions should be set at 5% of selling prices and .15% of gross sales would be left for special bonuses.

"If commissions with guarantees are planned, some reserve probably should be provided to permit payment of the guaranteed income without exceeding the budget allowance.

"Since, in theory, amounts drawn in excess of commissions under the drawing account plan will be deducted from future commissions, the reserve provided for this plan need only be large enough to cover losses which might be incurred if salesmen terminate their employment owing money against future commissions.

"The amount of fixed income under either of these plans will be determined by the cost of bare necessities in your community.

"In a good commission plus guarantee or draw plan the amount guaranteed should be low enough that it will exceed earned commission only in exceptionally bad months.

"Therefore, since payment in excess of earned commissions will seldom be made, percentage commissions can be nearly as high as those permitted by the straight commission without running the risk of exceeding total budgetary allowances.

"The combination salary and commission plan has features which complicate the establishment of amounts. Commissions are paid on sales above a minimum quota rather than on all sales.

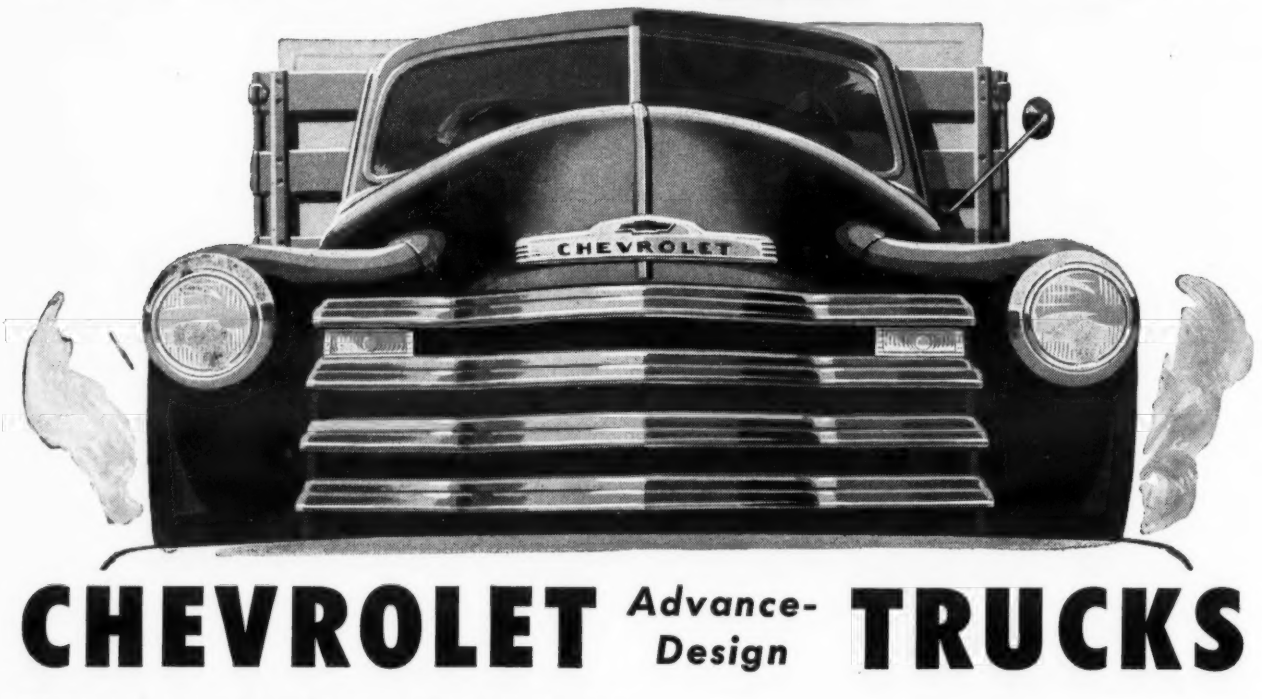
"It is necessary, then, to determine three things in order: amount of salary, minimum sales volume on which commissions will be paid, and percentage commission.

(Concluded on next page)

Analysis of Five Compensation Plans

FACTOR	STRAIGHT SALARY	STRAIGHT COMMISSION	COMMISSION WITH DRAW	COMMISSION WITH GUARANTEE	SALARY AND COMMISSION
Amount of incentive for increased effort	No tangible incentive	Greatest incentive since earnings directly proportionate to sales	Considerable incentive but may be less than straight commission	Same as commission with draw	Same as commission with draw
Incentive for building long range business	Slight incentive if merit reflected in raises	Current sales all-important, even if at expense of stable business	Same as straight commission	Same as straight commission	May foster more stable and farsighted outlook
Risks from business slumps or decreased selling efficiency	All risks taken by employer	Full risks taken by salesman. Owners risk reduced	Theoretically same as straight commission. However, excessive deficit may cause salesmen to quit, leaving full risk to owner	Risks shared	Risks shared
Salesman's attitude and security	Promotes feeling of security	May cause uncertainty and fear	Better than straight commission, if draw high enough for nesessities	Same as commission with draw	Permits feeling of security
Control and supervision of salesmen	Full control possible	Severely limited by independent attitude engendered	Same as straight commission	About same as straight commission. May reduce independent attitude	Full control possible because of salary
Employe turnover	Not affected	May be increased. Encourages floaters	Same as straight commission. Also, salesmen may quit rather than pay backs draws above commissions	Similar to straight commission	Probably not affected
Cost to employer	High in low periods, lower in good periods. Not proportionate to sales	Always same percentagewise	Theoretically same as straight commission. Cost may increase some in slow periods	Higher proportionately in slow periods. Fairly regular	Between salary and commission. Less range percentagewise than salary plan
Earnings of salesmen	Nearly equal for good, average or poor producers	High for good salesmen, may be too low to keep learners interested	Same as commisssion	Same as commission	Higher for good than for fair salesmen but range more limited than with commission plan
Ease of administration	Easiest to administer	Fairly easy. Requires extra bookkeeping. Easily budgeted	More difficult. May be misunderstood by employes	Same as commission	Danger of being complex and hard to understand. May complicate budgeting.

With men who know trucks—THEY CARRY THE WEIGHT!



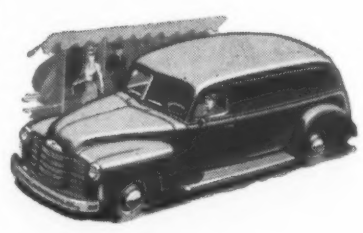
CHEVROLET Advance-Design TRUCKS

With experienced truck users, Chevrolet's new line of ADVANCE-DESIGN trucks definitely *carries the weight*—by preference and pounds! They're new . . . they're ahead of the times with *Advance Design* and the cab that "breathes"—that almost literally "inhales" fresh air and "exhales" used air.* Here's profit-power and performance, plus new features and innovations well worth seeing—well worth owning!

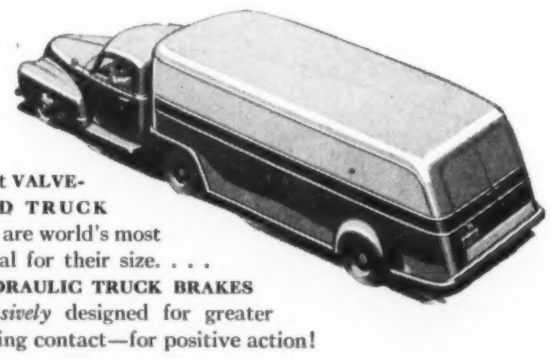
THE CAB THAT "BREATHES"—fresh air is *drawn in* from the outside—heated in cold weather—and used air is *forced out!*

The cab is FLEXI-MOUNTED—cushioned on rubber against road shocks, torsion and vibration! . . . DRIVER'S COMPARTMENT is wider, with more leg room. The seats are fully adjustable, bigger and more comfortable. Wider, deeper WINDSHIELD and WINDOWS increase visibility by 22%!

Panels and pick-ups have INCREASED LOAD SPACE—stake and high rack bodies MORE EFFICIENT LOADING. . . . New, stronger, sturdier FRAMES are designed to carry greater loads greater distances for a longer time!



LONGER WHEEL-BASES give better load distribution. . . . Chevrolet's famous FULL-FLOATING HYPOID REAR AXLES are geared for the load!



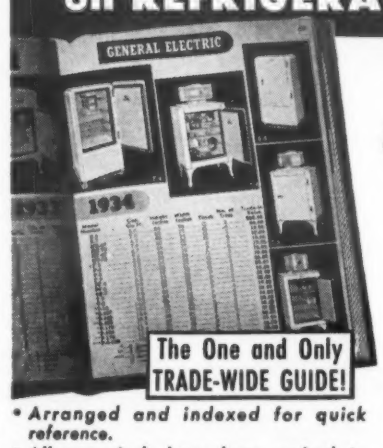
Chevrolet VALVE-IN-HEAD TRUCK ENGINES are world's most economical for their size. . . . The HYDRAULIC TRUCK BRAKES are *exclusively* designed for greater brake-lining contact—for positive action!

*Fresh-air heating and ventilating system optional at extra cost.

CHOOSE CHEVROLET TRUCKS FOR TRANSPORTATION UNLIMITED!

CHEVROLET MOTOR DIVISION, *General Motors Corporation*, DETROIT 2, MICHIGAN

The STANDARD Reference Manual on REFRIGERATORS and FREEZERS



NEW 1947-1948 EDITION NOW IN PRESS!

- More than 1150 photographs
- More than 3300 model specifications
- Authentic trade-in valuations for all household refrigerators marketed since 1928.
- Operating data on Merchandising, Promotion, Reconditioning

• *Arranged and indexed for quick reference.*
• *All appraisals have been revised to reflect current market factors.*

Use the Standard Manual to identify and evaluate every refrigerator and freezer accurately.

Bookbound in washable green cloth—320 pages. Pocket Size—4¾" x 6¼". Price—$6.00

NOTE—*A limited quantity of current (1946) edition still available for immediate delivery.*

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Compensation--

(Concluded from preceding page)

"To determine the last, deduct the amount of fixed salary from the amount budgeted for salesmen's compensation, and deduct the minimum sales quota from anticipated sales.

"The ratio of the amount left for commission to anticipated sales above the quota will be the percentage commission to be paid.

"Example. In the example used to explain the computation of straight commission, 5% of gross sales remained for compensation after costs of employe benefits were deducted.

"This would provide each salesman with an income of $2,400 a year if anticipated sales were realized.

Combination Plan

"If, under the combination plan, each salesman were guaranteed a monthly salary of $100, then $2,400 a year would be left for commissions for the two salesmen on the volume anticipated.

"If you set their quota at $2,500 a month each, total quotas will equal $60,000 a year ($2,500 x 2 x 12) and commissions will be paid on $36,000, the amount of anticipated volume in excess of quotas.

"The amount set aside for commissions, $2,400, divided by $36,000 equals 7%, which is the commission to be paid on sales above quota.

"The amount of salary to be paid and the quota to be set depend on local conditions. An arrangement which provides for commissions about equal to salary is sometimes recommended.

"Salaries should start low enough so they can be advanced in recognition of merit and service.

"To make the advantages of the combination plan possible, however, salaries must be high enough to provide basic security.

Setting the Quota

"Establishment of a quota is perhaps the most important step in designing a combination plan.

"If it is set at such a figure that the salary actually represents the amount of commission payable on the quota volume, the plan becomes little more than a commission with guarantee plan.

"If the quota is set higher, commissions for sales above quota will be larger, thus increasing incentive by making the 'over-quota' goal harder to reach but more remunerative.

"If the quota is lower, incentive is less but commission earnings within easier reach.

"It is often considered wise to set aside some of the money allotted to salesmen's compensation to offer as special bonuses for sales drives, slow-moving merchandise, and the like, or as prizes for 'best record,' 'most improvement,,' 'best use of training,' etc.

"Any such special allowances should be deducted before amount of compensation is computed.

"Percentage commissions sometimes are translated into 'dollar-per-item' commissions to make them clearer and to encourage selling.

"If the salesman is always led to think in terms of '$10 extra this month if I sell model B, $15 if I sell model A,' rather than in terms of percentages, incentive may be greater.

"Furthermore, incentive to sell the more expensive model can be enhanced by increasing the commission on it, deducting the difference from the lower priced model.

"If the number of sales of the higher priced model usually is only about half of the number of sales of the lower priced, it may be worthwhile to add double the amount deducted from the commission for the cheaper to the commission for the more expensive.

"Thus the additional incentive in the case mentioned could be $8 more for selling 'model A'."

AVAILABLE AT COST!
NEW, CARRIER REFRIGERATION UNITS
Built to U. S. Navy specifications for hot tropical conditions.
Wide Range of Utility:
- Frozen Food Storage
- Sharp Freezing
- Fresh Meat Storage
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THE ONLY COMBINATION FOOD AND BEVERAGE COOLER THAT CAN BE OPERATED WET OR DRY

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Artkraft BEV-FOOD

OFFERS PROBABLY THE LOWEST COST PER CUBIC FOOT USABLE REFRIGERATION SPACE IN THIS SIZE RANGE IN THE HISTORY OF COMMERCIAL REFRIGERATION

A high quality, self-contained 'plug-in' unit

Each compartment can be used entirely for dry refrigeration

Top opening of wet or dry compartment prevents spill-out of cold.

SUCCESSFULLY PRESERVES WITHOUT INTERMINGLING OF FOOD ODORS

Hamburger—at normal temperatures for 30 days.
Sweetbreads—10 days without spoilage.
Steaks, chops, fowl—almost indefinitely.
Fish—better than ice.
Cream pies—a week or more.

THE IDEAL UNIT FOR

RESTAURANTS
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DRUG STORES

Specifications

Sealed cabinet: 65⅜" x 38" x 29½".
Solid 3" insulation—Vermin-proof.
Top compartment: 35¾" high x 20¾" wide x 15½" deep (Slightly over 6½ cu. ft.)
Food compartment: 21¼" wide x 28⅞" high x 20¾" deep. (Slightly over 7½ cu. ft.)
Total storage capacity: 14 cu. ft.
12 oz. bottle capacities (top compartment) standing: 104, lying: 192; (side compartment) standing on shelf: 49, standing below shelf: 64, lying: 150.
Finish: Exterior—Silver blue.
Interior—white porcelain enamel.
Top and 2 sliding covers, stainless steel.
Condensing Unit: ¼ H.P., twin-cylinder air cooled. Equipped with Tecumseh or Universal Unit.
Motor: ¼ H.P. 60 cycle, single phase, 1750 r.p.m. 110 volts, capacitator type.
Refrigerant: F 12 Freon.
Automatic light in food compartment.
8-point cold control.

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Ask your distributor for this great profit-maker—or write us for his name. Distributed in many areas by G.E. Supply Corp.

DISTRIBUTORS:

Write for details of franchise for open territory.

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They'll Do It Every Time . . . . By Jimmy Hatlo

THE INCREASES COME SLOW—
HEY! WHERE'S THAT FIVE-DOLLAR RAISE I WAS SUPPOSED TO GET? IT WAS PROMISED TO ME SIX WEEKS AGO
DONT KNOW NOTHIN' ABOUT IT! NOBODY TOLD ME. THOSE THINGS TAKE TIME—BUT DON'T WORRY, YOU'LL GET IT
PAYMASTER
BUT THE DEDUCTIONS—WOW!
SAY! WHAT'S THE IDEA OF THIS $2.63 BEIN' DEDUCTED FROM MY CHECK?!
NEW TAX—LAW JUST PASSED YESTERDAY. HADDA WORK ALL NIGHT TO CHANGE THE VOUCHERS
PAYMASTER
THANX TO H E POLLOCK, 51 IRELAND BLVD., MANSFIELD, OHIO
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Your Equipment is NOT COMPLETE without . . . .

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The Midget is the companion or sister product to the Little Giant Purger. The Little Giant, previously introduced, is for purging the larger units, but the Midget is a low cost, water cooled purger designed for economical operation for the smaller or fractional units up to 10 hp.

The Midget Purger provides positive and complete purging of the refrigerating system with minimum loss of refrigerant.

Purging is an operation familiar to all refrigeration men. With the standard purging facilities it is usually impossible without an appreciable loss of refrigerant.

When non-condensable gases are present in a refrigerating system, it will operate at higher pressures than if these gases were not present. Unnecessarily high pressures result in the compressor being subject to:

Higher bearing loads. Higher discharging temperatures. Increased wear on moving parts. Greater power consumption.

HERE ARE THE ADVANTAGES OF PURGING WITH THE MIDGET PURGER

THERE IS NO GUESSING—By bleeding off the gases through the purge valve until the liquid rises to the top, you have a positive indication when purging is completed.

MINIMUM REFRIGERANT LOSS—The air in the system is completely separated from the refrigerant before the purge valve is opened.

SIMPLE TO OPERATE—All operating valves easily accessible. Not necessary to check pressures or temperatures. No need to shut down the system.

POWER SAVINGS—Power savings, due to a reduction in head pressure will pay for the "MIDGET PURGER" many times over.

MANUAL OPERATION—Fully manually operated, there is no possibility of a slow leak developing which would cause a loss of refrigerant before the trouble is located.

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'If You Tell 'em You'll Sell 'em' Goes for Voters, Too

"GIVE the people the facts and they will find their own way." That reasonable facsimile of a great newspaper's slogan can well be applied to the promotion of our nonpareil free enterprise system today. Give more people more information on the economic facts of life, and these citizens eventually will get together and make this complex economic machine of ours hum on all cylinders.

Capitalism and the free enterprise system have little to fear from a straightforward presentation of the facts. Indeed, the only fear we need consider in this respect arises out of the probability that most voters won't have enough facts at their command when they make decisions. Too many responsible men know too little about the real workings of our system for the comfort or peace-of-mind of those who do know what the score is.

Needed: Business Statesmen

Progressive business leaders today are finding that no longer can they think and act only in terms of their job, their own company, or their own industry. They are beginning to realize that our entire business mechanism is so tightly enmeshed that whatever happens in one industry or occupation today will be felt in others tomorrow.

They are discovering that they must keep abreast of what is going on about them in the nation and in the world—and that they must make private business decisions in the light of their effect upon immensely larger movements and cycles. In so doing they are taking long strides toward the goal of making Free Enterprise—as an entity—the Servant of the Public. By getting the facts, applying these facts, and finding their own solutions to common problems, they are making democracy *live*.

The desperate need of our country today is for leaders who can see things on a large scale. The leaders of our society, in order to maintain its vigor and to keep it flexible enough to meet new conditions, certainly must understand how our economy functions, and where certain theories and suppositions are apt to lead us. What's more, they should be able to foresee how their own contributions and decisions will fit into the *total* jigsaw puzzle.

The need for broad-minded, broad-gauged business statesmanship becomes obvious when it is recalled that ours is a representative democracy—one of the few remaining on this pitiful old world. The average person cannot be expected to comprehend, let alone wrestle with, very many of the exceedingly complex problems which confront our mighty nation. He chooses representatives (leaders and articulate "special pleaders") to do that wrestling for him.

Politicians Need Facts, Too

Just as the average person cannot make his own refrigerator—but has a perfect right to expect those who do make refrigerators to possess the "know-how" to make good ones—so, when he chooses representatives to handle his economic problems, he has the right to demand that these representatives understand, or at least make a sincere and honest effort to comprehend, the problems they must presume to solve.

And only by an objective study of the *facts* can any representative of the voters arrive at justifiable decisions. That's why we continue to harp on this theme: *Give people the facts.* When you do, they're more than likely to grant you a vote-of-confidence.

You often hear it said: "What people don't know won't hurt them."

Phooey!!!

What they don't know may hurt YOU!

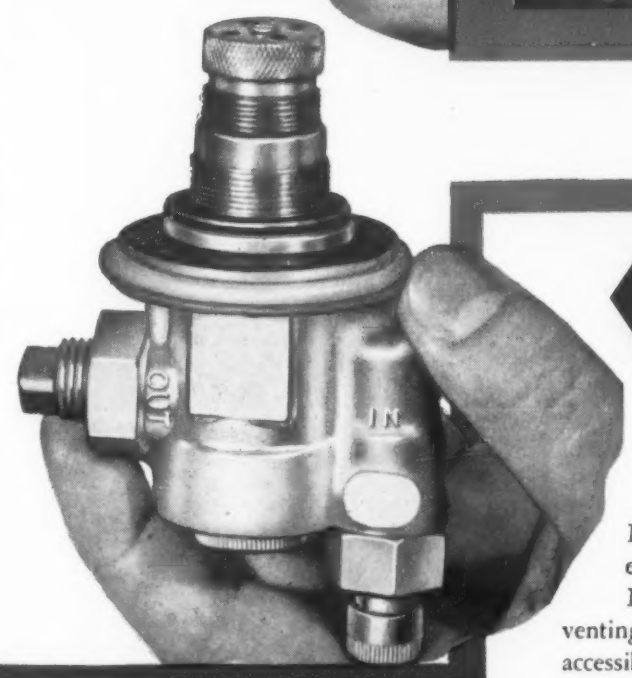
Your Refrigeration Equipment Wholesaler *Anticipates Your Needs Months, Years Ahead*

The industry congratulates Mr. H. W. Small, president of Thermal Company, Inc., on the above modern service store recently completed in St. Paul, Minn. It offers many innovations in extra convenience to service engineers.

Spacious and carefully planned stockroom at Thermal Company, St. Paul.

A GOOD businessman with a strong sense of foresight . . . that's your refrigeration equipment wholesaler. The tools, parts, equipment and supplies you need tomorrow, next week, next month, he must order today. He must expertly "take the pulse" of your community's needs in refrigeration and air conditioning service long before those needs show themselves. He must be ahead of the seasons with their individual "peaks" of demand in specific items.

Not the least of his responsibility is planning an efficient and effective "home" for the thousands of parts you expect him to carry in stock for you . . . a place of business you may find attractive, convenient, orderly, well-staffed with men who know what you need and offer knowledge to help you in emergencies . . . a building that leaves room for progress and expansion — for expand he will, and does. He deserves, and receives, the steady loyalty of thousands of refrigeration service engineers — his friendly partners in community progress.



A-P MODEL 204 AUTOMATIC EXPANSION VALVE *WITH METAL CAP*

Popularly used in domestic refrigerators, multiple apartment installations, water coolers, small ice cream cabinets, serum cabinets and many small specialized applications, Model 204 AUTOMATIC EXPANSION VALVE offers several important advantages in construction and operation. The METAL CAP provides a tight seal against air or moisture, preventing freeze-ups in the valve head. Yet it affords quick and easy accessibility to the adjusting stem where easy adjustment to the system can be made *without the need for tools.* Capacity, 1/3 ton Freon. Adjusting Range, 15" vacuum to 35 lbs. pressure. Use the A-P Model 204 Automatic Expansion Valve for more accurate and satisfactory control of all your small units. Your Refrigeration Equipment Wholesaler has it in stock at all times.

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DEPENDABLE *Refrigerant Valves*

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MIRACOOL REFRIGERATOR
The greatest name in
WALK-IN COOLERS
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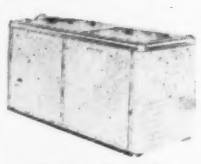
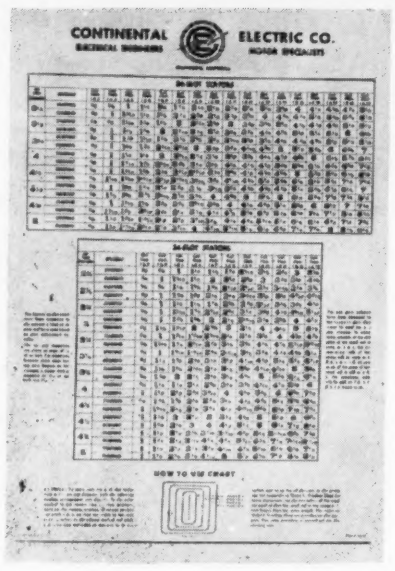


BEV-KOLD WET-DRY ELECTRIC BEVERAGE COOLER
Model B 180
59½" long, 28⅜" wide, 34" high
Bottle Capacity
180 12 oz. upright, 220 12 oz. corded
THE BEVCO COMPANY
BEVCO MAID
1512 PINE ST., ST. LOUIS 3, MO.

What's New



Continental coil winding chart.

* * *

Chart Aids Making Coils For Single Phase Motors

HAWTHORNE, Calif.—A concentric coil winding chart for use in making single phase motor coils has been designed by the Continental Electric Co. here.

Use of the chart is claimed to eliminate the necessity of measuring the stator slots in order to find coil widths.

Instead, the company said, one need only know the air-gap diameter of the stator under consideration. By referring to the chart for either 24 or 36 slot stators, the correct sizes for the various coils in the group are found, both for the starting and the running winding, the company asserted.

"This eliminates all guess work and as the coils in the group turn out accurately spaced, there is no wastage of magnetic wire," the company claimed.

It declared that the chart, which sells for $2.50, is copyrighted. Size of the chart is 14½ in. by 22 in.

New Electromaster 21-in. Range Has Lamp & Timer

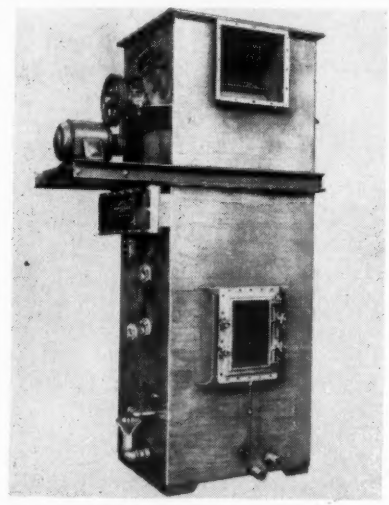
MT. CLEMENS, Mich. — What is described as the first 21-in. electric range to be equipped with a table-top lamp and an automatic timer clock for oven control was to be introduced in September by Electromaster Inc.

Gerald Hulett, Electromaster vice president, said these deluxe features have heretofore been reserved for larger, higher-priced models.

Known as the "Spacesaver," the unit was designed in keeping with today's building trend to small, compact kitchens, according to Mr. Hulett. It has the full cooking capacity of high-priced ranges, including deep well cooker, yet requires only one-half the space of a full-size range, he pointed out.

Price of the range will be competitive with that of the conventional, larger-size stripped models, he announced.

Electromaster "Spacesaver"



Niagara Blower saturating "Type A" machine.

* * *

Niagara Adds Saturation Unit to Conditioner Line

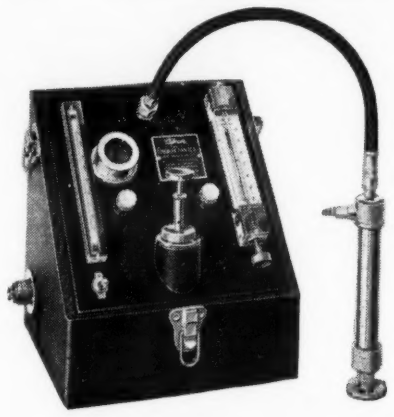
NEW YORK CITY — Niagara Blower Co. here has added a new conditioner, referred to as a saturating "Type A" machine, to its line of air conditioners, according to an announcement.

The new model operates on the principle of saturation of the air with moisture at a desired dewpoint temperature and then, by re-heating, producing the condition of relative humidity needed.

This unit is especially adapted, its manufacturer points out, to use where high precision is needed for scientific or industrial purposes. New coil designs and spray arrangement allow for the saturation of air in an exceedingly small amount of floor space, Niagara explains.

Controls allow for holding or varying the conditions of relative humidity and temperature between 40° and 125° F. dewpoint temperature with close tolerances. Lower temperatures may be obtained, the company says, by using Niagara "No Frost" liquid in the spray solution.

The conditioner has a casing of stainless steel welded into an integral unit.



Illinois Testing Laboratories' Alnor "Dewpointer."

* * *

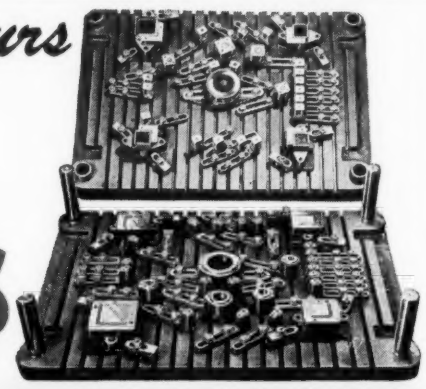
Moisture Suspended In Air Tested with 'Dewpointer'

CHICAGO — The Alnor "Dewpointer," a new precision-built instrument by Illinois Testing Laboratories, Inc., 420 N. La Salle St. here, has features of interest to those who face the problem of humidity control.

The Dewpointer, designed upon a unique principle, eliminates the need for external coolants; further, the dew or fog is observed suspended in air—not on a polished surface. Thus, it is easy for two or more observers to get the same results. Readings are taken in a matter of seconds after only a short period of practice.

It is available in two ranges—for dewpoint between -20° F. and room temperature from -100° F. to 0° F.

Get into Production in a few hours with WHISTLER ADJUSTABLE DIES



Whistler Adjustable Perforating Dies are in use everywhere... working in both large and small presses.

There are plenty of other advantages in using Whistler Adjustable Dies. It makes sense to get the complete story. And it's easy to do. Write for your Whistler Catalogs today.

Whistler perforating dies now offer a double-barreled advantage in getting into production faster. Standard sizes of round hole punches and dies... 1/32 to 3"...can be shipped promptly. Special shapes...squares, ovals, rectangles, group and notching dies, are quickly made to order.

Equally important, set-ups are simple...take only a short time. Same units can be rearranged or units added in setting up different jobs. Production is thus speeded while die costs are amortized through continued re-use.

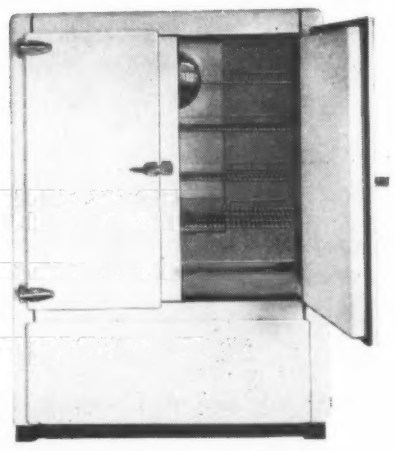
No special tools are needed. All parts are interchangeable. The heavy duty series of punches and dies easily pierce materials up to ¼" mild steel.

S. B. WHISTLER & SONS, Inc.
738 MILITARY ROAD, BUFFALO 17, NEW YORK
SEE US AT BOOTH 201 NATIONAL METALS SHOW, CHICAGO, OCTOBER 18 TO 24

Gloekler

Model 2 FDF
25 Cubic Foot

Model 2 FDI
Ice Cube Maker
Also Available



Model 3 ADF
30 Cubic Foot

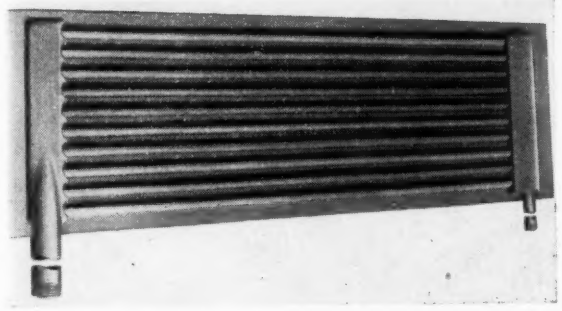
Model 3 ADI Ice Cube Maker
Also Available

With or Without Condensing Units

Gloekler REFRIGERATOR COMPANY
ERIE • PENNSYLVANIA

What's New (Cont.)

Kold-Hold Makes 'Platecoil' for Heated Tanks



LANSING Mich.—It is now possible to manufacture heated tanks with a completely flat interior surface and without any protruding coils, according to the Kold-Hold Mfg. Co. here.

The heart of the new process is the "Platecoil" which has a flat surface on one side and is embossed on the other to form channels for the circulation of the heating agent. This construction eliminates the necessity for internal tubing, reduces the weight per square foot, and simplifies installation, it is claimed.

By using platecoils as the medium of heat transfer, it is possible to build the tank and install the heat transfer plates all in one operation. The flat surfaced plates can be formed and welded as part of the tank bottom, side walls, or both. With this flat surface, there is a maximum area for heat transfer which cannot possibly become clogged or coated so as to reduce the efficiency of the plates.

When repairs are needed platecoils can often be removed, discarded, and replaced without "shutdown" and at a cost comparable to repairing old pipe coils.

Platecoils can be furnished in steel with metalized surfaces of various metals, or in Monel, stainless steel, or other specified metals. They are available as plates, in bank form, or fabricated into complete liners where the conditions warrant. Each plate is production tested at 180 psi.

* * *

Freezer Thermometer

This Fast Freeze Thermometer enables a housewife to tell at a glance how well her home freezer is functioning. The indicator readily shows whether the unit is registering temperature suitable for freezing or storage. Designer of the thermometer is the Instrument and Gauge Div. of Electric Auto-Lite Co.

Cylinder-Type Vacuum Is Introduced by Hoover Co.

NORTH CANTON, Ohio—A new cylinder-type vacuum cleaner and an electric iron have been added to the Hoover Co. line, according to an announcement by the company.

The new vacuum, known as "Model 50," will retail for $79.50 complete with all tools and attachments, the announcement declared, while the electric iron will bear a consumer price of $11.45. The vacuum cleaner is slated to be on the market this week. The iron will reach the public later this fall.

An outstanding feature of the new cleaner is a "no-hands" method of dumping the dirt. Designed by Henry Dreyfuss, noted industrial designer, the cleaner has a power switch located where it may be operated with the toe, the Hoover Co. points out.

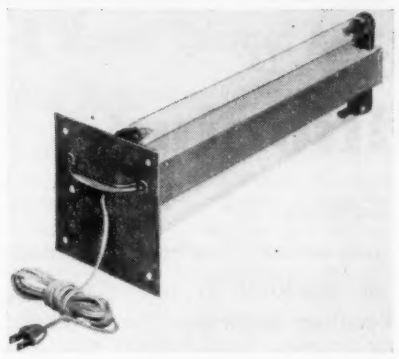
The operation of another step-on switch called the "Dirt Ejector" automatically shakes the dirt loose from the cleaner. Since the open end is flush with the floor, no dirt can escape to fly around the room.

The usual set of tools will be supplied in a heavy cardboard kit for storing. The kit is so designed that it may be hung in the closet or stood on the floor.

Introduction of the new products marks a break in a nearly 40-year company record of manufacturing no appliance but an upright vacuum cleaner. The company, it was reported, will continue to manufacture its upright vacuum cleaner models and its fractional horsepower motors.

The North Canton plant will be used for the manufacture of the new cylinder-type vacuum cleaner, but a plant, recently purchased in Cambridge, Ohio, will be the production point of the electric iron, company spokesmen said.

No borrowing or financing was needed to get the new products into production, Frank G. Hoover, vice president, explained, because the company was able to utilize a working capital of $10 million available at the end of 1946.



* * *

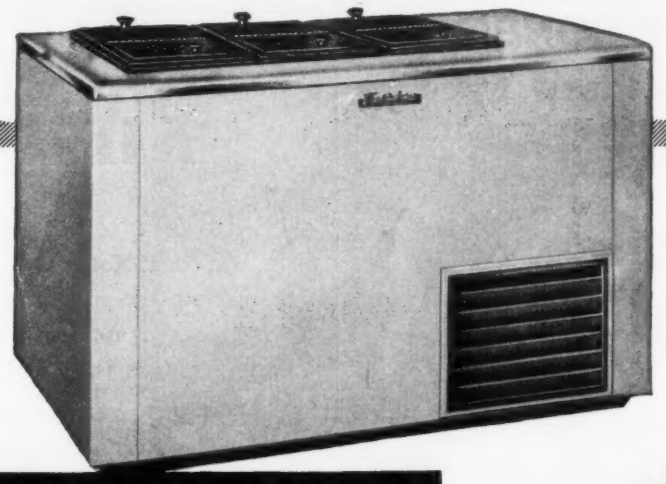
Sterilator Unit Turned Out for Use In Air Ducts

CLEVELAND — The Sterilator, a germ killing unit designed to be installed in the heating or air conditioning system of a home, has been introduced by the firm, Domestic Devices, here.

The fixture incorporates the G-E germicidal lamp as the germ killer and is claimed to require no special wiring or brackets.

The unit is absolutely safe, the manufacturer said, as installation in the air duct eliminates direct contact between the ultra-violet ray and eyes, skin, and fabrics to which it can be harmful.

The Sterilator, he explained, contacts the air as it is drawn into the air conditioning system and kills 95% of the germs in the dust near the lamps. It also deodorizes as well as disinfects thus eliminating disagreeable household odors, the manufacturer claims.



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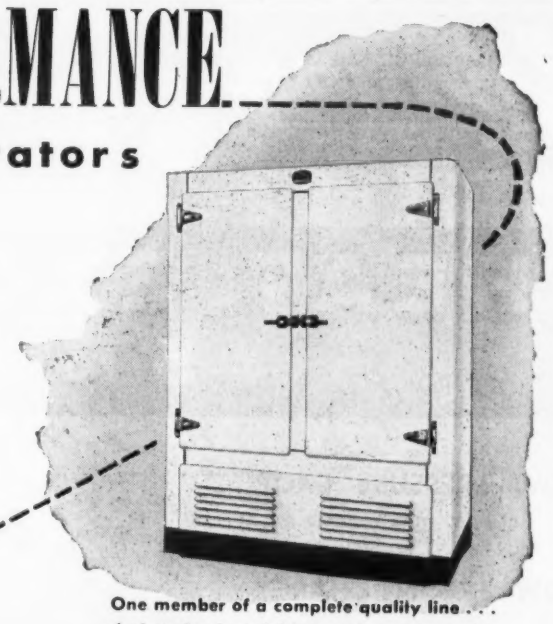

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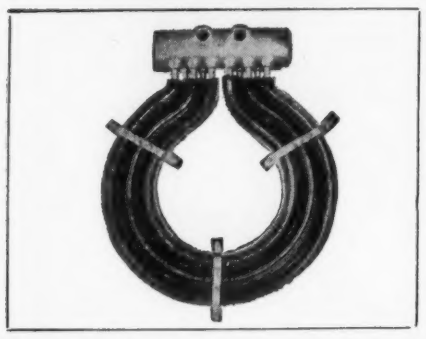

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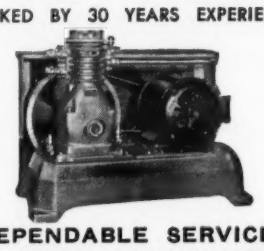

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The KEY to Air Conditioning

By James J. LaSalvia

Editor's Note: Continuing this new series of articles designed to present the fundamental data of air conditioning as it concerns the practical application of comfort cooling systems, Mr. LaSalvia here gives further information on determining air requirements.

Specific examples presented in this instalment show exactly how to arrive at the ideal amounts of air necessary to provide satisfactory comfort conditions while using the minimum amount of equipment compatible with successful operation.

Air Requirements (Cont.)

CORRECTED AIR REQUIREMENTS

After the refrigeration load has been calculated, the air requirements should be corrected to give both the least and the proper amount of air that is required by the system.

In order to find the correct air requirements, it is necessary that the following information be known, which is included in the refrigeration load:

1. Internal sensible heat of space.
2. Fan motor and duct sensible heat.
3. Internal latent heat of space.

The corrected air requirements are found by the same formula as above:

$$\frac{\text{Internal sensible heat (B.t.u. per hour)}}{1.08 \times \text{(Corrected D.T.D.)}} = \text{C.f.m.}$$

The corrected D.T.D. in this case is found from Fig. 1, by using the following procedure:

1. Find what the (%) percentage of the internal latent heat is to the sum of the internal sensible heat and the fan and duct sensible heat.
2. Determine the difference between d.b. and d.p. temperatures of the inside conditions of the space.

EXAMPLE NO. 5

Given the internal latent heat of a space as 20,000 B.t.u. per hour, the internal sensible heat as 80,000 B.t.u. per hour, while the fan and duct sensible heat is 8,000 B.t.u. per hour. The inside conditions of a space is to be maintained at 80° F. d.b. and 60° F. d.p. temperatures. What is the D.T.D.?

$$\frac{20{,}000 \text{ B.t.u.}}{80{,}000 + 8{,}000} = \frac{20{,}000}{88{,}000} = 23\%$$

Difference in temperatures is 80° — 60° = 20°.

Referring to Fig. 1, Point A is 23%, Point B is 20°, and Point C is 19°. Therefore, the D.T.D. is 19° F.

EXAMPLE NO. 6

Correct the air requirements for Example No. 1.

a. Assume the internal latent heat as 10,000 B.t.u. per hour, and the fan and duct sensible heat as 10,000 B.t.u. per hour.

$$\frac{10{,}000 \text{ B.t.u.}}{100{,}000 + 10{,}000} = \frac{10{,}000}{110{,}000} = 9\%$$

78° — 62° = 16°

From Fig. 1, the D.T.D. is 13.5°

$$\frac{100{,}000}{1.08 \times 13.5^\circ} = 6870 \text{ c.f.m.}$$

Thus, 6,870 c.f.m. is the correct air requirement under the condition.

b. Assume the internal latent heat as 40,000 B.t.u. per hour, and the fan and duct sensible heat as 10,000 B.t.u. per hour.

$$\frac{40{,}000 \text{ B.t.u.}}{110{,}000 \text{ B.t.u.}} = 35\%$$

78° — 62° = 16°

From Fig. 1, the D.T.D. is 16°

$$\frac{100{,}000}{1.08 \times 16^\circ} = 5780 \text{ c.f.m.}$$

5,780 c.f.m. is the correct air requirement under this condition.

EXAMPLE NO. 7

Correct the air requirements for Example No. 3.

a. Assume the internal latent heat as 5,000 B.t.u. per hour, and the fan and duct sensible heat as 10,000 B.t.u. per hour.

$$\frac{5{,}000 \text{ B.t.u.}}{110{,}000 \text{ B.t.u.}} = 4.5\%$$

80° — 60° = 20°

From Fig. 1, the D.T.D. is 17°

$$\frac{100{,}000}{1.08 \times 17^\circ} = 5450 \text{ c.f.m.}$$

5,450 c.f.m. is the correct air requirement under this condition, which is the same as in Example No. 3.

b. Assume the internal latent heat as 40,000 B.t.u. per hour, and the fan and duct sensible heat as 10,000 B.t.u. per hour.

$$\frac{40{,}000 \text{ B.t.u.}}{110{,}000 \text{ B.t.u.}} = 36\%$$

80° — 60° = 20°

From Fig. 1, the D.T.D. is 20.5°

$$\frac{100{,}000}{1.08 \times 20.5^\circ} = 4500 \text{ c.f.m.}$$

4,500 c.f.m. is the correct air requirement under this condition.

EXAMPLE NO. 8

Correct the air requirements for Example No. 4.

a. Assume the internal latent heat as 8,000 B.t.u. per hour, and the fan and duct sensible heat as 9,000 B.t.u. per hour.

$$\frac{8{,}000 \text{ B.t.u.}}{109{,}000 \text{ B.t.u.}} = 7.3\%$$

83° — 60° = 23°

From Fig. 1, the D.T.D. is 20°.

$$\frac{100{,}000}{1.08 \times 20^\circ} = 4630 \text{ c.f.m.}$$

4,630 is the correct air requirement under this condition.

b. Assume the internal latent heat as 50,000 B.t.u. per hour, and the fan and duct sensible heat as 9,000 B.t.u. per hour.

$$\frac{50{,}000 \text{ B.t.u.}}{109{,}000 \text{ B.t.u.}} = 46\%$$

83° — 60° = 23°

From Fig. 1, the D.T.D. is 25.5°

$$\frac{100{,}000}{1.08 \times 25.5^\circ} = 3640 \text{ c.f.m.}$$

3,640 c.f.m. is the correct air requirement under this condition.

From the above problems it is obvious that the D.T.D. is a very important factor in calculating the least and proper amount of air to be used in comfort cooling systems.

The D.T.D. varies in all systems, and it should be the aim of all to arrive at the lowest and proper amount of air in order to select the proper equipment for an economical system.

Fig. 1—How to Determine the Corrected D.T.D.

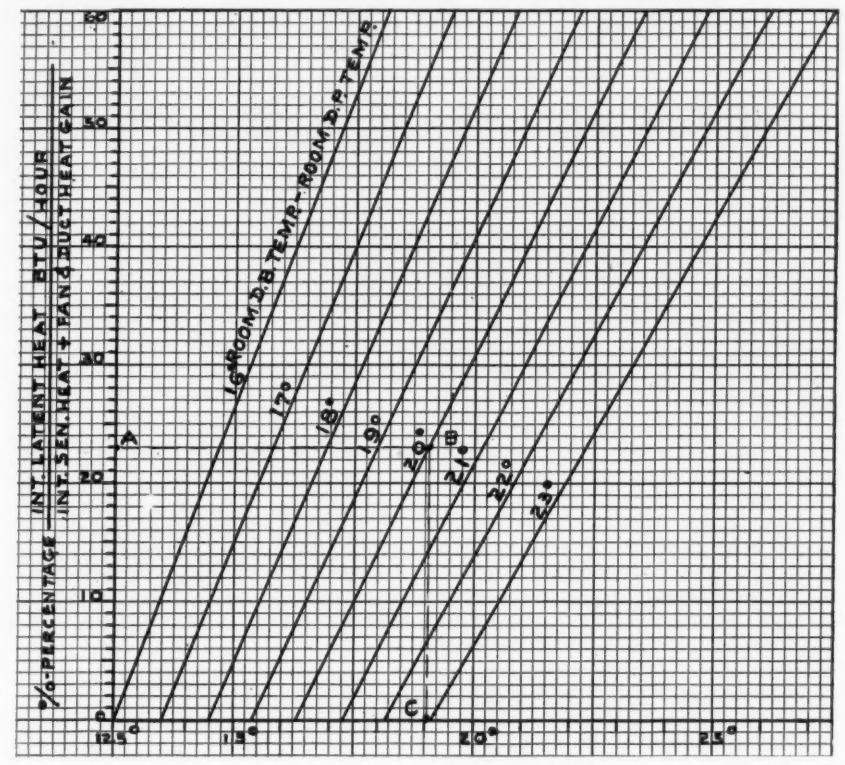

Fig. 1—This chart can be used to determine the desired D.T.D. (differential temperature difference between the room dry bulb temperature which is to be maintained and the temperature of air entering the room needed to maintain that desired temperature).

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Today's Train Gets 'Tomorrow's' Air Conditioning

At the right J. F. Cecil, Frigidaire installation expert, points out the trouble while W. M. Galik, T&P electrical foreman of the Marshall, Tex. shops, reaches in to adjust the evaporative condenser on the T&P air conditioning system. Fred Heidelberg, T&P general car foreman looks on from above.

* * *

Diesel Engine-Generator Supplies System's Power

FORT WORTH, Tex. — Developed by Frigidaire and the Texas & Pacific Railway, a new Diesel-powered air conditioning system has been installed on a conventional T&P coach for trial runs.

This is the first "production" model of the system featured in the General Motors "Train of Tomorrow" now touring the country.

Major feature claimed for this development is that the air conditioning system derived its power from an individual Diesel engine-generator set on the car which is entirely independent of the locomotive.

A pull-down of 29° F. in one hour (outdoor conditions not specified) was accomplished in the Fort Worth yards, and there was only 1° temperature difference in any part of the car, claim railway officials.

Three years of development work by Frigidaire and T&P were put into the new system, which comprises four major parts:

1. A 10-ton capacity ceiling conditioner.
2. A condensing unit mounted under the railway car.
3. A compressor-motor unit suspended beneath the flooring.
4. A Diesel-engine-generator with storage capacity for 150 gals. of oil, sufficient to operate the unit continuously for three days.

The latter unit, besides furnishing electric power for the air conditioning system, supplies all the electrical requirements of the car, including lighting. It thus eliminates the need for standby power equipment when the car is standing in a station or on a siding, and ends the flickering or dimming of light systems when a car slows down or stops.

Sealed against road dust, the power unit is supplied with air discharged from inside the car plus 25% fresh air drawn in by a fan in the vestibule.

The system is designed to maintain temperatures of 76° F. in the car summer and winter. There are special vent fans for the wash rooms.

Besides improved air conditioning and lighting, the new power and air conditioning systems provide a potential speed-up in train operations because there is no drag on the axles; longer trains are practical, and there should be less repair expense for locomotives, believe T&P officials.

J. O. Fraker, T&P general electrical and shop engineer, is described as the "moving spirit" behind the project.

Now spotted in the Fort Worth yards after installation of the equipment at the Marshall, Tex., shops, coach No. 1300 will be taken to New Orleans, El Paso, and Texarkana to familiarize railway employes with its operation.

Penn Switch Offers Data On Series 270 Controls

GOSHEN, Ind. — A new 12-page, two-color catalog featuring the company's load-carrying, 2-pole Series 270 line of refrigeration and air conditioning controls is now being distributed by Penn Electric Switch Co. here.

Complete information is given including a listing of standard types available, specifications, dimensions, and typical wiring diagrams illustrating the application versatility of the 2-pole construction.

Illustrations together with specifications are shown for each of the various types of pressure and temperature models. An interesting feature of the catalog is the new system of simplified code numbers for each type which it is said facilitates ordering.

Copies of this catalog, which is designated as Bulletin 2652, are available free of charge upon request to the company.

G-E Names Edward Alter Sales Representative

BLOOMFIELD, N. J.—Edward I. Alter has been appointed a sales representative for General Electric air conditioning, heating, and refrigeration products in the Northwestern district with headquarters in Salt Lake City, Utah, G. R. Prout, vice president and general manager of G-E's Air Conditioning Department, has announced.

Mr. Alter graduated from the University of Utah, in 1930 and joined G-E the following year.

Hess, Greiner & Polland Is Los Angeles Firm

LOS ANGELES—Hess, Greiner & Polland is the name of a new corporation in Los Angeles County, with a capital of $150,000, to engage in engineering, installation, and sale of heating and cooling equipment. Directors are: Maurice C. Greiner and Stanley Polland, both of Los Angeles; and Arthur J. Hess of Pasadena.

S.&O. Supply Corp. Organizes With Capital of $25,000

LOS ANGELES — S.&O. Supply Corp. has been organized in Los Angeles County, with a capital of $25,000, to manufacture appliances and various kinds of machinery and equipment. Directors are: Fred Oppenheimer, Malvine A. Oppenheimer, and Wendell J. Stratton, all of Los Angeles.

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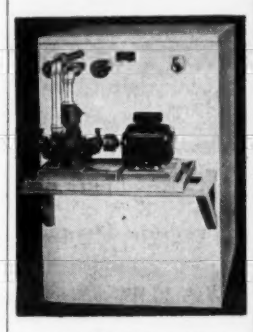

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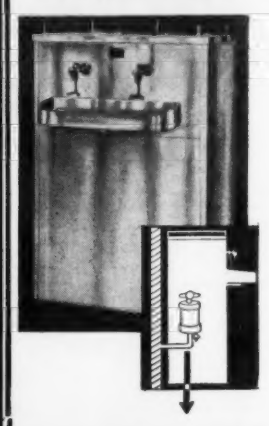

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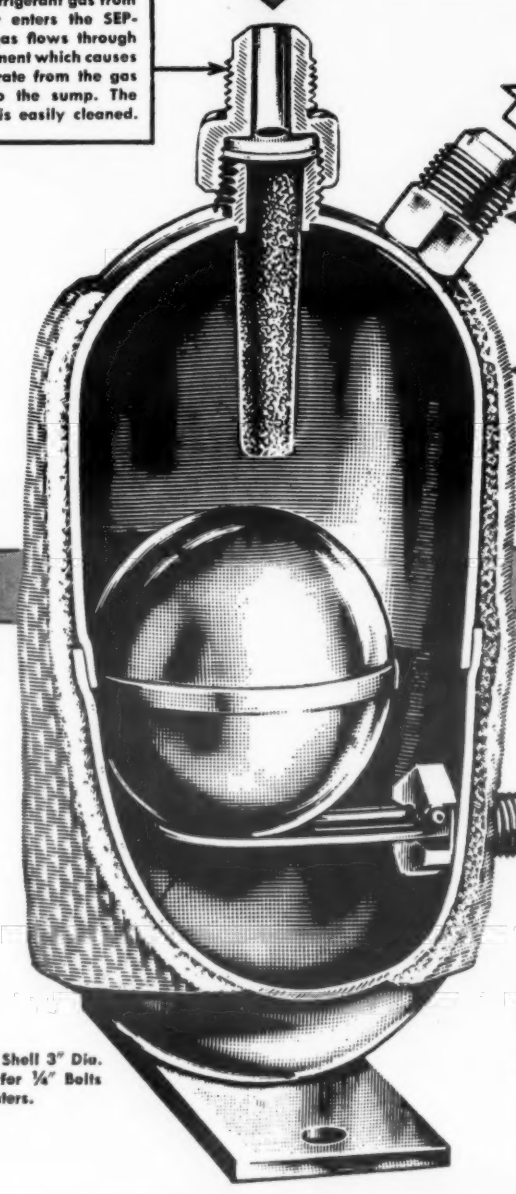
The gas now free of oil leaves the SEP-RETURN through this exit port on its way to the condenser.

Steel shell of SEP-RETURN is insulated with sheet asbestos cover to improve efficiency.

Top and bottom halves of shell are joined by silver brazing after assembly.

When enough oil accumulates in sump, float ball raises and opens needle valve permitting oil to return to compressor crankcase.



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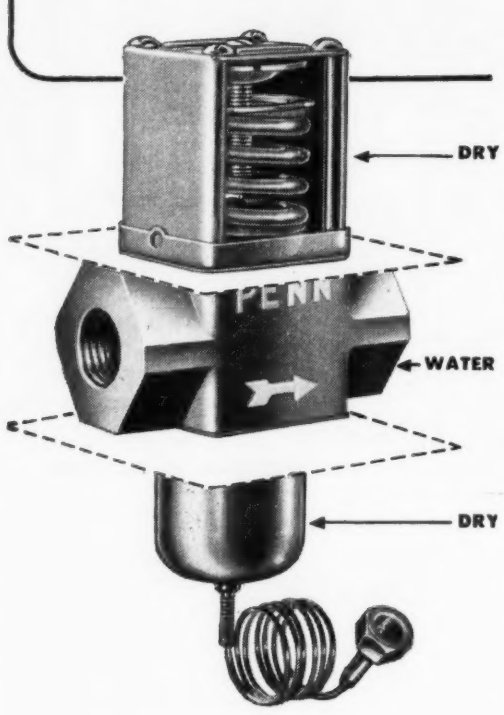

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Refrigeration Problems

And Their Solution

By P. B. Reed

For Service and Installation Engineers

Manager, Refrigeration and Air Conditioning Division, Perfex Corp.

Care and Recording of Service Supplies (1)

To the refrigeration contractor, his stock of parts and supplies is a very important factor in his business, and its control is one of his most difficult problems.

On the one hand, he can lose a lot of time and money by not having the necessary part, assembly, or fitting on hand when it is needed. On the other hand, he should keep to a minimum the amount of money that he has tied up "in his inventory," his stock on hand.

The smaller the amount of stock that he can operate on and the faster that he can turn it, the better use he makes of the money invested in inventory.

TURN-OVER OF INVENTORY

If he can turn it over, that is, buy and resell it, four times a year, he can operate on one-half as much money invested in inventory, as if he turns it only two times a year. If his capital (the amount of money he has invested in his business) is limited, he must make the best use of it.

The well managed business is not necessarily the one that has a big capital investment, but the one that makes best use of a small capital and turns it rapidly.

A business that makes a gross profit of 33⅓% (a mark-up of 50%) on its merchandise and that has a turnover of only twice a year, annually doubles its money invested in inventory; that is, it makes a return on its investment in inventory of 100%.

TURN-OVER OF INVESTMENT IN LABOR

The independent service operator or service contractor, as he is now known, gets about one-half of his volume from direct labor. He can turn over his investment in direct labor quite often—as often as every week or every pay day.

Offsetting this, however, is the necessity for a relatively high investment in tools, shop equipment, and in slow-moving parts that he must have on hand but does not use often and on which the turnover is low.

CONTROL OF INVENTORY

Control of inventory by the one-man operator is usually a simple matter. He personally works with the parts and supplies that he stocks and uses, so he is usually quite familiar with what he has on hand.

He may use no inventory system at all, but depend entirely on his memory to tell him whether or not he has the part on hand and if so, how many, from whom he bought it, and perhaps even what he paid for it.

His memory often plays him false and he finds that he does not have the part he thought he had or at least it isn't where he thought it was.

Nevertheless, the volume of business that he alone can do does not enable him to maintain an elaborate inventory system. Ordinarily he carries but a small stock and depends on his wholesaler to keep the parts, supplies, and units, so that they can be picked up on short notice when needed. This means some loss of time in frequent stops at the jobber's store and adds to his unproductive time.

This "lost" time that he spends in his business that he cannot bill directly to the customer, and which constitutes the largest part of the overhead of the one-man independent service operator, is the main reason why his overhead is, percentagewise, far greater than for the larger service contractor.

THE SPECIALLY BUILT SERVICE TRUCK

Several one-man operators or two-man partnerships have found the answer to many of their stock problems in a specially built service truck. This is fitted with bins, refrigerant drum racks, belt hangers, tubing rolls, compartmented fitting boxes and one or more tool kits, each fitted with tools for its type or service call. An empty or near empty bin or rack is the warning and is visible as the operator looks over his truck every morning.

He keeps most of his fast moving stock in this truck. He may buy some of his material in large quantities, such as tubing, refrigerants, fittings, etc., and keep his main stock of these supplies in his shop, garage, or the basement of his home, putting a small amount in the truck every morning or as needed.

But the greater number of his replacement parts, belts, small rebuilt compressors, expansion valves, controls, and dehydrators he keeps in this truck, where he has them at hand out on the job, when he needs them. Those operators who use them claim that the trucks pay for themselves in lost time alone.

Also they save the operator many steps, and the customer is saved that irritation of having his equipment down and parts and tools strewed around while the serviceman goes back for a part or tool that he didn't put in his car that morning.

(To Be Continued)

Nebraskan Plans Storage Plant

WILBUR, Neb.—William Stehlik is planning to open a frozen food locker storage plant on the site formerly occupied by the Agricultural Adjustment Administration offices.

THE MASTER SERVICE MANUALS - - -

— — — and other books of the Refrigeration Library are depended upon as textbooks in trade schools from coast to coast.

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	Specialists in Refrigeration		Less Stock to Carry
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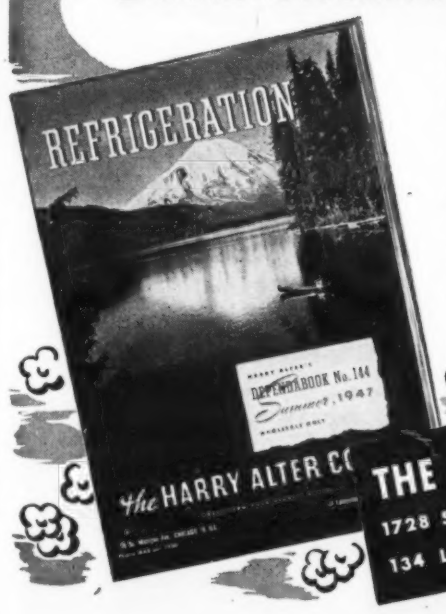

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Heat Pump Manufacturers Face Difficulties In Getting Their Units on the Market

NEW YORK CITY—Reverse cycle heat pump manufacturers are faced with a lot of problems that need solving before they can get their products on the market in quantity and within a competitive price range, *Tide* magazine, advertising trade publication, declared recently.

Problems of the four firms now making heat pumps on a more or less experimental basis, include the need for utility cooperation in tests, consumer promotion, reduced electrical rates, and possibly even subsidized installations, the magazine said.

They also include shortages of electrical motors, compressors, and steel, and the need for additional company financing, it added.

Some utilities, the journal pointed out, are cooperating pretty well in making test installations. Others have indicated willingness to lower power rates, subsidize installation costs, and promote sales.

The utilities, it was noted, see in the heat pump a possibility of increasing their residential power load by as much as 1,000%.

Some manufacturers have estimated that if electricity were available at one cent per kwh. their units could compete with coal selling at between $10 and $16 per ton.

The magazine said that manufacturers have estimated the potential market for the heat pump at 5,000,000 units, though one rated it as low as 25,000 units. They figured that 100,000 units might be sold in the next 10 years.

Drayer-Hanson, Inc. of Los Angeles, whose Airtopia unit takes heat from the air or from the earth, anticipates a production this year of 250 units, boosted to 500 in 1948, the magazine reported. Price range of the Airtopia unit starts at $2,000. It will sell through Drayer-Hanson's representatives to air conditioning contractors.

Drayer-Hanson has 185 test installations operating currently, according to *Tide*.

Terra Temp, Inc. of Indianapolis, whose unit draws heat from the earth, is suffering from lack of compressors and other problems, the magazine said. The firm expects to produce less than 200 units this year and about 1,000 next year for distribution through utilities.

Muncie Gear Works, Inc. of Muncie, Ind., is reported to be producing 750 Marvair units this year with output stepping up to 5,000 next year. Shortage of electrical motors is said to be a big stumbling block to production.

The Marvair units, priced from $1,250, are being tested in 51 eastern installations, mainly in TVA areas.

General Engineering & Mfg. Co. of St. Louis was said to have intended starting production this summer, though the magazine gave no estimates on output or price.

Other firms listed as interested in the field are Westinghouse Electric Corp., General Electric Co., York Corp., Rheem Mfg. Co., and Thermador Electrical Mfg. Co.

The first two firms have had custom built units in operation since 1934-35.

Besides residential and business heating, uses being tested for the heat pump include water heating and milk cooling.

Cobb Notes Growing Trend to Year-Round Conditioning In South

ATLANTA, Ga.—Indicative of the rapid strides being made by the air conditioning industry is the fact that Chrysler Airtemp production of package units zoomed from 187 in 1939 to 10,000 in 1946 despite materials shortages, according to Glen S. Cobb, southern division manager for Airtemp.

While here to attend a regional meeting of Airtemp representatives from four states, Mr. Cobb also pointed out that the growing trend toward year-round air conditioning of southern plants and stores is a major contributing factor in the area's current economic development.

"Studies show," he said, "that business in any retail establishment increases 10% plus as soon as air conditioning is put into operation. In plants where year-round air conditioning provides a constant temperature every month in the year, worker efficiency increases 15% and more.

"More and more textile plants in the south are turning to such conditioning, as it is not only far more comfortable for workers but also keeps the plants exceptionally clean," he stated.

In citing other examples, Mr. Cobb noted that summer air cooling in large grocery stores results in reducing loss of "soft" foods, such as tomatoes and other fruits and vegetables which have a tendency to spoil rapidly, by as much as 8%.

Admiral Names Hoffman Asst. Advertising Director

CHICAGO—Seymour Mintz, director of advertising and sales promotion, Admiral Corp., has announced the appointment of Richard L. Hoffman, as assistant advertising director.

Mr. Hoffman was formerly office manager, research department, Foote, Cone & Belding advertising agency.

Armstrong Cork Sets Sales Record In First 6 Months

LANCASTER, Pa.—Net earnings of the Armstrong Cork Co. in the first six months of 1947 were $4,105,981 after taxes, representing a return of 6% on total net sales of $68,021,227, the largest sales volume for any six months' period in the company's history, it was reported by H. W. Prentis, Jr., president, in the semi-annual stockholders statement.

Profits before federal and state income taxes in the first half of this year were $5,563,981 compared with $2,863,679 in same period of 1946.

Fred F. Loock Elected Allen-Bradley President

MILWAUKEE — Fred F. Loock, formerly vice president and general manager, has been elected president of the Allen-Bradley Co., manufacturer of electric controls.

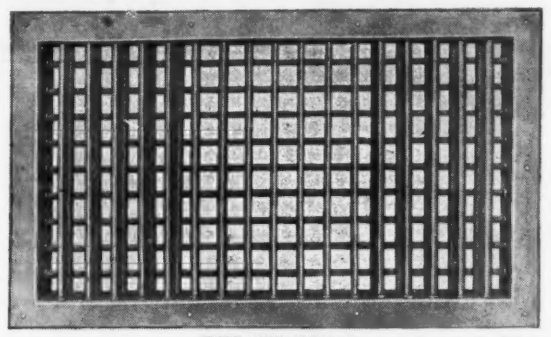
At the same meeting, Harry L. Bradley was named chairman of the board, in which capacity he will continue to be active in the corporate direction of the company.

Other officers, who were re-elected, are R. W. Whitmore, vice president and works manager; Louis Quarles, secretary; and A. F. North, treasurer.

Alfred H. Allcott, Sales Head Of Vermont Utility, Dies

RUTLAND, Vt.—Alfred H. Allcott, merchandise sales manager of Central Vermont Public Service Corp., died Aug. 15 at his home in Rutland.

Mr. Allcott had been in charge of sales of all gas and electric equipment in Central Vermont Public Service Corp.'s 14 stores in Vermont and New Hampshire.



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IMMEDIATE DELIVERY . . .
IN ALL HEIGHT AND WIDTH COMBINATIONS

Alton Grilles give you even distribution, uniform velocity, minimized resistance and noise elimination. Attractively designed units that harmonize with modern construction . . . tough all-metal welded casings for flush mounting in wall or duct. Each "tear drop" designed blade, individually adjustable for 4-way direction control.
"Specially designed for Refrigerated Air Conditioning"

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Cooling and Ventilating Equipment
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Streamlined
LA CROSSE
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FEATURING THE ROLLBACK HEAVILY INSULATED LIDS—
Adjustable wire partitions and shelf offers greater capacity—
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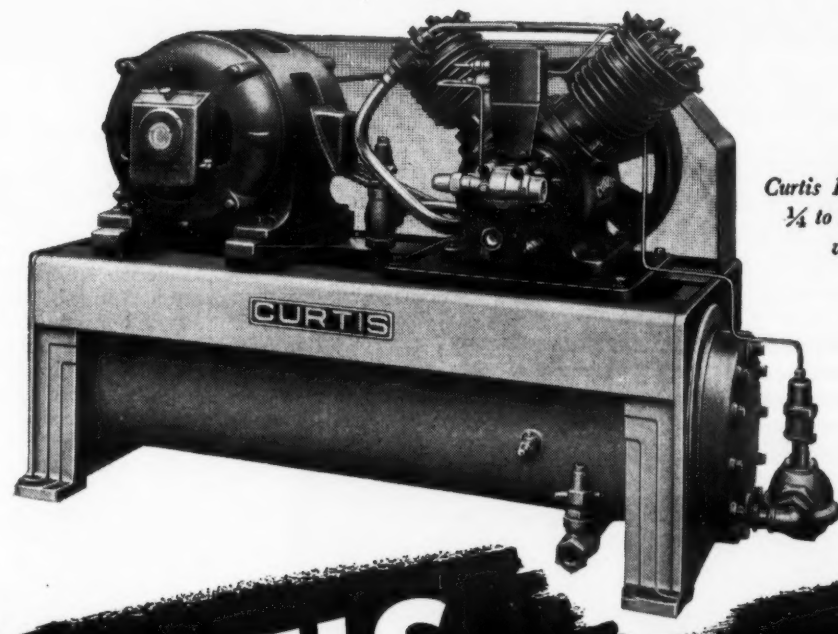
Built for High Efficiency • Low-cost Operation



Curtis Refrigeration Units, ¼ to 30 H.P., air and water cooled.

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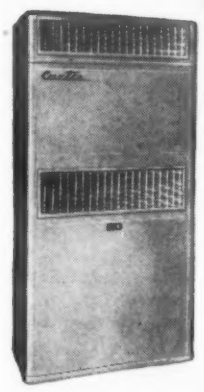
COMMERCIAL REFRIGERATION AND AIR CONDITIONING EQUIPMENT



Curtis Self-Contained Air Conditioners—3, 5, 7½, 10 and 15 tons.

Whatever the application in commercial refrigeration or air conditioning, the Curtis nameplate is your assurance of top quality construction, sound, proven engineering principles and low maintenance and operating expense. Just a few of the many features include:

- Timken Bearings
- A wide range of types and sizes
- Extra large condensers
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- Slow speeds — long life

Write for full information on the Curtis line of equipment for practically any refrigeration or air conditioning requirement.

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93 Years of Precision Manufacturing

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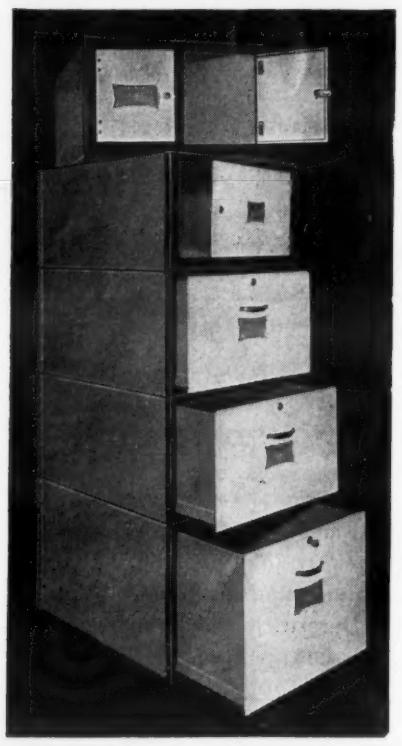
Since 1935

SPECIAL: FURTHER GOOD NEWS

YES SIR: We are now hitting on all 12 cylinders and our production continues to increase. So-o-o, urgent orders—still 30 days or less. But, on others, with your cooperation, NOW sixty to ninety days or less. AGAIN MASTER proves it's leadership.



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The locker that has everything for profitable locker operation. They give many years of satisfactory service. Equip for profit. Equip for customer approval and contentment —GET MASTER.

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Endorsed by and sold through distributors of refrigeration and insulation.

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Member of Frozen Food Locker Institute, organized for your protection.

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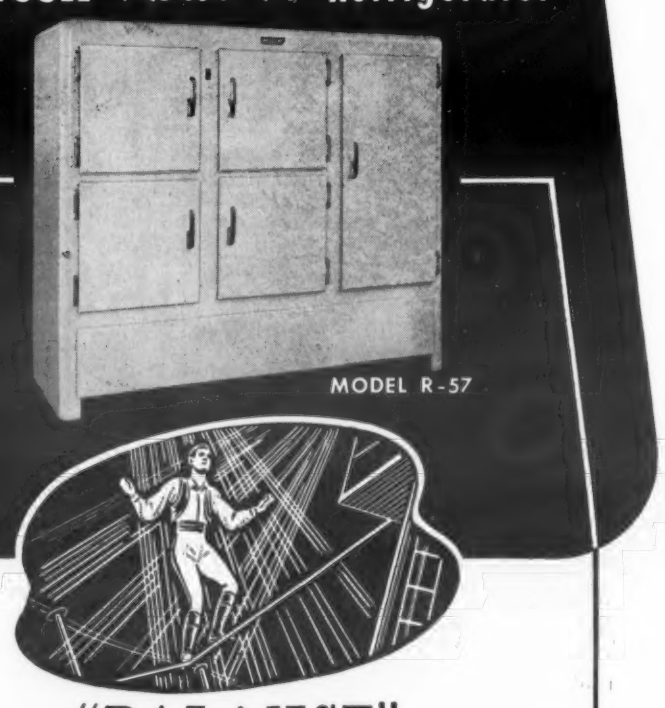
FOGEL PHILADELPHIA, PA.

The FOGEL "Reach-In" Refrigerator



"BALANCE"

Perfect balance is as important in refrigeration as it is on the high wire. *Every* FOGEL "Reach-In" Refrigerator has *perfectly balanced* refrigeration that guarantees years of dependable, uninterrupted service. Their streamlined, *space-saving* design make them a natural seller.

Styled for beauty, FOGEL "Reach-Ins" also bring your customers such outstanding advantages as:

- The FOGEL *EXCLUSIVE* "Pull-Out-Base" (entire unit on *all* "Reach-Ins" is easily pulled out for quick servicing).
- FOGEL—Armstrong One-Piece Insulation (will not crack, crumble, or settle. Non organic and vermin proof).
- All-Steel Welded Construction with heavy duty, chromium plated hardware.

Increase *YOUR* profits with the FOGEL "Reach-In" Refrigerator line. Feel welcome to write for further information concerning these, or other, FOGEL Quality-Engineered refrigeration items.

Now Available in Three Sizes
(20 cu. ft.; 38 cu. ft.; and 57 cu. ft.)

One franchise gives you a complete commercial refrigeration line.

FOGEL REFRIGERATOR COMPANY
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Quality manufacturers, for almost one-half century, of Display Cases, Reach-Ins, Walk-Ins, and Freezers.

Locker Plant Features Full-Time 'Coach' To Help Renters Prepare Frozen Foods

MARION, Ill.—A full-time instructor to coach housewives in the processing and packaging of their own fruits and vegetables is one of the attractions planned for a $155,000 cooperative locker plant due to start operation here in September.

Officials of the 160 by 90-ft. plant built for Williamson County Cooperative Service, Inc., believe this innovation will not only be economically important but will give housewives the feeling they are part of the plant, thus encouraging frequent patronage.

Another idea of officials is to experiment with smoking poultry—an operation they say has not yet been practiced in the Middle West. The plant's smoke ovens are considered to be one of its most outstanding features.

"We have a smoke generator in the boiler room that burns sawdust and produces a better and heavier smoke," commented Plant Manager Romeo Garavaglia, a graduate of Ohio State university's special locker course. "This cuts down the fire hazard also. The smoke ovens are all heated with steam for tenderizing smoked meats.

Comprising slaughtering, processing, locker, and commercial storage facilities, the plant was built by F. E. Holmes, Marion, and H. E. Mitchell Construction Co., Harrisburg (Ill.) Bodine and Carter, Webster Groves, Mo., were the engineers and Frank L. Thompson, Kirkwood, Mo., was the architect.

Plans called for the installation of 1,459 lockers for storing, vegetables, fruits, meat, and poultry. Rentals for a 300-lb.-capacity locker will run from $12 to $14.

Dimensions of the structure's main section are 140 by 85. Two L-shaped buildings connect to this portion. Glazed tile has been used throughout the plant.

The slaughter house where beef, pork, and lamb will be processed is located at the rear of the plant, with the smoke house directly behind it. Ceiling tracks throughout the building help to expedite movement of meat to each of the various departments.

Until further help is needed, 12 employes will handle all the work of lard rendering, sausage grinding, and poultry processing.

Refrigeration equipment, which was installed by Burge Ice Machine Co., Chicago, at a cost of $16,000, includes four Baker ammonia units. Installation of cork from the United Cork Co., St. Louis, cost $27,000. A tie-in standing switch compressor is available in case there is a break-down.

Most of the equipment was purchased from the Processors' Equipment Co., St. Louis, and the Illinois Co-op Locker Service.

All officers and directors of the company are from southern Illinois towns. Officers include Edward Ridgway, Herrin, president; Herman J. Dahmer, Marion, vice president; and S. L. Kimmel, Creal Springs, secretary-treasurer. Directors are E. A. Fosse, Marion; Matt Watson, Caterville; Charlie Fry, Marion; Ogle Burklow, Carbondale; Ferrell Waldron, Desoto; and Charles Becker, Marion.

Pointing out that the plant is cooperative owned through the sale of stocks to the community, Manager Garavaglia declared that "civic leaders in this part of the country have been promoting the building of food lockers for some time and they have finally proved to the people that a co-op locker plant is a real asset to the community."

Pre-packaged Meat Dept. Enables Store To Reduce Cost of Labor

BRONX, N. Y.—A 100% prepackaged meat department at the new unit of the Airways Supermarkets at 3380 Boston Post Rd. here, has enabled the management to operate on a lower markup than competitors and yet show a profit through a large volume.

A spokesman for the company said that this was true despite the initial expenses of prepackaging. Because the store has been open only since April, complete figures on the cost of the operation are not available as yet.

One of the greatest savings is in labor costs, the company representative said. He pointed out that only seven butchers are needed to cut meat. The butchers are assisted by eight women who prepackage the meat. The women receive much lower salaries than the butchers would have to be paid, he added.

This is said to be the first complete self-service meat department to be opened in New York City. The department is located in 1,400 sq. ft. in the rear of the store. To reach the department, customers must pass through the grocery department; they are thus exposed to many other items besides meat as they walk down the aisle.

To counteract pilferage and reduce pressure at the grocery checkout counters, the meat department maintains two of its own checkout counters.

Seven open-type self-service refrigerated cases make up the meat section. Each case holds a different type of item. The breakdown is as follows: cold cuts and smoked meats, lamb chops and roasts, beef roasts and steaks, pork, veal, as well as poultry.

Large signs over the cases point out the various groups. Over the cases and circling the entire department are large reflecting mirrors. These mirrors give the department the appearance of depth. Promotional signs giving the type of cut and price per pound are spotted over the mirrors.

EEI Turns Out New Technical Handbook for Electrical Representatives In Rural Areas

NEW YORK CITY—The Edison Electric Institute's Farm Electrification Manual, the most comprehensive as yet prepared in this field, which is designed to serve as a technical handbook for electric company rural representatives, cooperative managers, and others engaged in farm electrification work, is now being distributed to purchasers, the Institute has announced.

The manual is prepared in section form, with each section covering a major farm use of electricity, and written by outstanding authorities in each field. A committee of 25 leading farm electrification specialists, located in every part of the country, reviewed each section and made suggestions that were incorporated in the final drafts.

A total of seven sections, on the Rural Representative and His Job; History of Farm Electrification; Farm Lighting; Mow Curing of Hay; Farmstead Wiring, and a directory of manufacturers of farm electrical equipment, are at present available. Seven additional sections are now in preparation, and will be released shortly.

The practical information on farm applications of electricity contained, with many illustrations and diagrams of wiring arrangements, installation methods for electrical equipment, etc., is expected to make the manual of use to the rural representative in almost every customer contact.

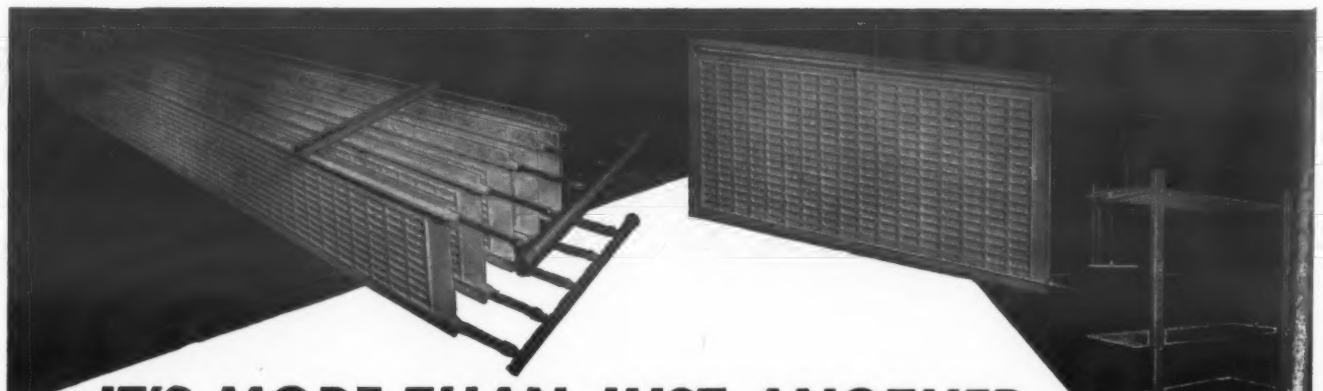
The actual preparation of the manual was accomplished by a committee of the EEI Farm Section, under the chairmanship of John L. Burgan, of the New York State Electric & Gas Corp.

The Farm Electrification Manual is available at Edison Electric Institute, 420 Lexington Ave., New York 17, N. Y. The price, which includes the binder and total of 14 sections, is $5 per copy to EEI members, and $8 to non-members.

Commercial Credit Arranges To Finance Iron Fireman Line

BALTIMORE—An arrangement between the Iron Fireman Mfg. Co. and the Commercial Credit Corp. which provides the wholesale financing of Iron Fireman products has been announced by C. T. Burg, Iron Fireman's vice president in charge of sales and Howard L. Wynegar, president of the sales finance organization.

The agreement between Iron Fireman and Commercial Credit will provide (for those dealers who wish to take advantage of it) a quick method of retaining working capital while maintaining the inventory necessary to supply the retail demand for heating equipment.



IT'S MORE THAN JUST ANOTHER REFRIGERATION PLATE

In thousands of freezer cabinets, frozen food locker plants, sharp freeze shelf stacks and similar equipment all over the country Hubbell-Yoder Refrigeration Plates are doing the job better than it has ever been done before, and at a lower cost. They have established a new and vastly higher standard of operating efficiency and economy for low temperature refrigeration. They have set up a new mark for all other freezing units to shoot at.

That briefly, is what the Hubbell-Yoder system of Complete Surface Freezing means when the chips are down. Would you like to know how it can be adapted to your requirements? Write, wire or phone.

YODER

THE YODER CO. *Refrigeration Division*
5500 WALWORTH AVENUE • CLEVELAND 2, OHIO

Trade Notes

Pick Dinegar To Head Eureka's Export Dept.

BLOOMINGTON, Ill. — An export department designed to operate on a world-wide basis has been opened by Eureka division of Eureka Williams Corp., according to an announcement by George T. Stevens, executive vice president and manager of the division.

The department, which will include complete order, service, and forwarding divisions, will be under the direction of Henry A. Dinegar, who recently returned from an extensive trip to Europe. Headquarters will be in the Empire State building, New York City.

* * *

Boxes Scarce In S. Africa

WASHINGTON, D. C. — Electric refrigerators are practically unobtainable in the Union of South Africa, the Office of International Trade, Department of Commerce, reported recently.

* * *

British Buyers' Guide Out

LONDON, England — The first postwar edition of the Handbook of British Refrigeration Material and Refrigeration Catalogue is now being distributed in this country and overseas, it is announced by the publisher, Modern Refrigeration, here.

This enlarged, illustrated buyers' guide contains a product list and a classified description of materials and manufacturers, technical tables and refrigerating data, a list of all cold stores and ice factories in Great Britain, information on governmental, scientific, and commercial bodies connected with the industry, and other material.

The 240-page book covers all departments of the refrigeration industry.

* * *

Bendix Gives Export Data

SOUTH BEND, Ind.—During the first seven months of this year, Bendix Home Appliances, Inc., exported 18,000 automatic washers at a retail value of $5,500,000, the firm announced. Exports for the rest of the year are expected to exceed 5,000 units a month.

* * *

Plan Plants for Tunisia

WASHINGTON, D. C. — Construction of a number of cold-storage plants in Tunisia, French North Africa, has been authorized by the Tunisian Government and officials are now studying problems involved in the project, the Office of International Trade, Department of Commerce, reports.

The plants would handle meat, fruits, and vegetables. Facilities for transporting these products are also included in the project.

Locations considered include the ports of Bizerte, Tunis, Sousse, Sfax, and Gabes. Smaller installations are planned at Le Kef, Kairouan, Djilma, and Gafsa.

WORLD TRADE NEWS

See '47 Appliance Exports at $95 Million; Import Bans To Cut Refrigerator Shipments

WASHINGTON, D. C. — U. S. exports of electrical appliances and parts this year will reach a value of $95,000,000, it is estimated by the Office of International Trade, Department of Commerce.

This figure would compare with $50,400,000 for 1946 and $30,500,000 for 1939. OIT predicts that 1947 U. S. appliance and parts production will total $1,000,000,000, as compared with $482,000,000 in 1939.

Foreign shipments of appliances and parts during the first five months of 1947 is reported as approximately $49,000,000 — almost equal to total 1946 exports. Household electric refrigerators and refrigerator parts are said to represent nearly 40% of all electrical appliances exported during these periods.

"However," OIT notes, "it is expected that exports of refrigerators will not remain at present high levels. Mexico, one of our more important markets, suspended the importation of refrigerators in July, 1947. The importation of refrigerators into Argentina was suspended in February, 1947."

(Besides refrigerators, Mexico has also banned the importation of washing machines, radios, phonographs, autos and trucks, furniture, and a number of other commodities to halt the heavy drain on foreign exchange.

(One estimate says the ban could mean an annual loss to U. S. makers and shippers of refrigerators of $5,400,000; of radios and phonographs, $10,000,000; and washing machines, $1,900,000.

INDIA BANS REFRIGERATORS

(Since OIT's report was written, India has stopped granting licenses for the importation of complete domestic refrigerators, along with approximately 200 other items. Radios and electric fans and parts are similarly affected.)

OIT's figures and forecasts are included in an analysis of U. S. production and trade in selected commodities by Donald S. Parris, assistant chief, general products division, commodities service, OIT. Mr. Parris' analysis was written for the Government journal, Foreign Commerce Weekly.

Electrical appliances were shipped chiefly to Brazil, Mexico, Argentina, Cuba, Venezuela, Colombia, Canada, the Philippines, and South Africa during 1946 and the first part of 1947, according to Mr. Parris.

Imports of electrical appliances and parts have been negligible since the war, except for some vacuum cleaners imported from the United Kingdom during the early part of 1946, he states. It is predicted that 1947 imports will total $1,000,000, as contrasted with $600,000 in 1946 and $1,400,000 in 1939.

Mr. Parris says U. S. exports of radio transmitting sets, tubes, and parts during 1947 should reach approximately $25,000,000. In an article in an earlier issue of Foreign Commerce Weekly, George R. Donnelly, of OIT's general products division, predicts that exports of radio receiving equipment this year are practically certain to set a record volume of more than $60,000,000. This would mean total radio equipment shipments valued at about $85,000,000.

Exports of plumbing and heating equipment jumped from $11,500,000 in 1939 to $26,000,000 last year, it is reported. The estimate for 1947 is $85,000,000, based on a predicted production amounting to $1,030,000,000 compared with $714,000,000 for 1939. Imports are negligible.

Principal markets for this equipment for many years have been Canada, Mexico, Cuba, Venezuela, Chile, Colombia, and Brazil in the Western Hemisphere, and Sweden, the Netherlands, the Philippines, China, and the Union of South Africa.

Exchange restrictions will limit exports of some types of this equipment, such as specialties for heating and cooking and stoves, ranges, and water heaters, Mr. Parris points out. But he believes heating equipment, particularly that designed for liquid fuel, should be affected very little by limited exchange because of coal shortages, especially in Europe. Exchange is said to still be available for oil heating equipment in Norway, Sweden, Denmark, France, Switzerland, and the Netherlands.

WANT OWN MANUFACTURING

"Recent embargoes in Mexico have not affected plumbing and heating items," Mr. Parris says. "However, a general tightening in the granting of licenses for these products is apparent...

"The Mexican people appear to be keenly interested in improving present facilities and adding new plants to produce, themselves, fabricated metal goods, among which are stoves, ranges, heaters, and some types of plumbing fixtures. These plans are more or less in the formative state and will not affect United States exports in 1947. Progress along these lines is expected in the following three-year period, however."

Commenting on the general outlook, Mr. Parris declares that estimates for 1947 export trade made earlier in the year must now be revised downward in some instances.

"Many countries purchased United States products in much greater quantities than had been anticipated when their governments had allocated exchange — and, as a result, dollar reserves have become more or less depleted," he states. "Consequently, lists of preferred products have been set up abroad for the purpose of exchange control. Some commodities are placed in the non-essential or luxury group and exchange is, therefore, not available to pay for such United States goods — or is available only in limited quantities.

"Despite restrictions and controls on trade in various parts of the world," Mr. Parris concludes, "many of this country's consumer-goods and durable products will enjoy their largest export markets this year. In some cases several-fold gains over pre-war years will be noted.

"It is apparent . . . that demand for our goods remains steady, although ability and willingness to buy is hindered in certain countries by a lack of means . . ."

To Modernize Plant

WASHINGTON, D. C.—Modernization of a large, unused cold-storage plant in Puerto Cabello, Venezuela, capable of storing at least 2,500 tons of frozen beef monthly, is reported to be under consideration, according to the Office of International Trade, Department of Commerce. North American refrigeration engineers who inspected the plant in 1943 said it was in excellent condition.

MULTIPLEX

Refrigeration Condensing Units

NOW AVAILABLE

Complete with motors in ¼, ⅓, ½, and ¾ HP sizes

Inquiries From Jobbers Invited

Multiplex Manufacturing Co., Berwick, Penna.

WHO'S THE BUSIEST COMMERCIAL DEALER IN YOUR TOWN?

***JORDON Dealers have a full line**

***JORDON Dealers have a smart line**

***JORDON Dealers have a promotion line**

It's mighty fine, these busy days, to be able to say "yes!" to almost every customer demand.

And when you can back your sale with fine quality and sound engineering, you are building the one thing that counts most in any business—customer confidence and lasting satisfaction.

JORDON dealers today can satisfy every prospect from a large home or farm to a giant supermarket. And because JORDON is a real promotion line, with many "selling" features, JORDON dealers are in a position to work new and wider markets, creating new business, increased volume, larger profits.

** If you are not handling JORDON now there is room in the JORDON National Organization for you Drop us a line today—we'll be glad to mail you the JORDON story.*

Jordon
AMERICA'S MODERN COMMERCIAL LINE
JORDON REFRIGERATOR CO.
Sales Division
235 N. BROAD STREET. PHILADELPHIA 7, PENNA.
LOcust 7-2913
PLANT: PHILA., PA. CABLE: "JORDONREF"

ALL SELF-CONTAINED MODELS ARE AVAILABLE WITH CONDENSING UNITS FACTORY INSTALLED AND TESTED

REACH-INS from 23 cu. ft. to 56 cu. ft. IN ALL TEMPERATURE RANGES

The New JORDON 14/6 REFRIGERATOR ★ 6 cu. ft. Freezer-Locker 14 cu. ft. Standard Refrigeration

FROZEN FOOD DISPLAY CASES with or without illuminated superstructure

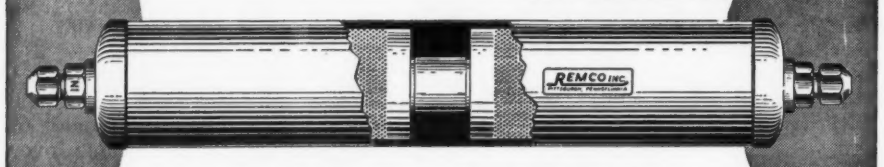
DOUBLE DUTY DISPLAY CASES

BULK FREEZERS FOR HOME AND FARM

DRY COLD BOTTLE COOLER AND ALL PURPOSE REFRIGERATORS

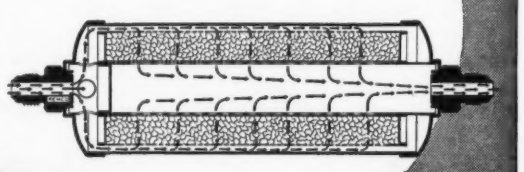
REMCO HEAVY-DUTY "CROSS-FLO" DRIER-FILTERS AND FILTERS

SINGLE CARTRIDGE TYPE — 18 cu. in. silica gel; 34 sq. in. course-filter surface; 14 sq. in. fine-filter surface — 4½ sq. in. effective flow area—sizes ¼", ⅜" and ½" SAE flare. (Also with wool filter element instead of drying agent). Rugged and attractively finished. A truly HEAVY-DUTY commercial Drier-Filter.



TANDEM CARTRIDGE TYPE has double silica gel, filter capacity and flow area for larger, dirtier, wetter jobs. Sizes ⅜", ½", ⅝" and ¾" SAE flare. Supplied with 2 drier-filter cartridges, 2 filter cartridges or combination of 1 drier-filter and 1 filter cartridge. Handles big jobs with capacity to spare.

UNIQUE "CROSS-FLO" DESIGN eliminates roiling, dusting and packing of drying agent, which eliminates pressure drop, clogging, poor refrigerant control performance and expensive call backs—permits installation in liquid line, suction line or between refrigerant control and evaporator.



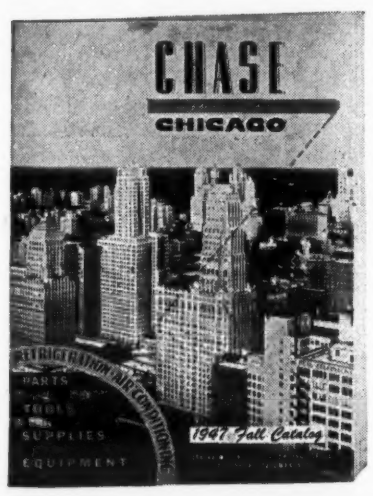
ASK YOUR WHOLESALER . . . OR WRITE

REMCO, INC. ZELIENOPLE, PA.

LATEST FALL AND WINTER

Catalog

READY NOW



Reserved exclusively for the wholesale trade. Please include proper identification with your request.

CHASE refrigeration supply co. NOT INC.

546 WEST 119TH ST., CHICAGO 28, ILL. - Phone PULlman 5125

Chicago's Oldest Refrigeration & Air Conditioning Supply House

Bandoli-McIntyre Co., N.Y. Appliance Distributor, Forms New Corporation

LOS ANGELES—Bandoli-McIntyre Co., appliance distributor here, organized as a partnership in June, 1945, has been incorporated as of Aug. 1, 1947. The firm name will be continued.

The change in organizational structure was necessitated by radio sales expansion, increase in line representation, augmented personnel, enlargement of office and display facilities and by the need for more adequate and more flexible financing, according to Marvin S. Bandoli, president and treasurer.

The company has been divided into two divisions. The distributing division headed by Mr. Bandoli, handles radios, kitchen cabinets, oil room-heaters, home laundry equipment, electric ranges and water heaters, gas room-heaters, traffic appliances, and automatic lawn sprinklers.

The builders division, headed by Leo Wolins, handles products applicable to that field with special emphasis currently being exerted on the inrtoduction of the Ingersol Utility Unit.

Bendix Names Distributors For Indiana, W. Va. Areas

SOUTH BEND, Ind.—Radio Equipment Co., Indianapolis, has been named to distribute Bendix automatic washers, dryers, and ironers in the Indianapolis and Cincinnati territories, reports W. F. Linville, general sales manager of Bendix Home Appliances, Inc.

Hayes Hollibaugh is vice president in charge. George L. Patterson has been named manager of the Cincinnati operation, according to a company statement.

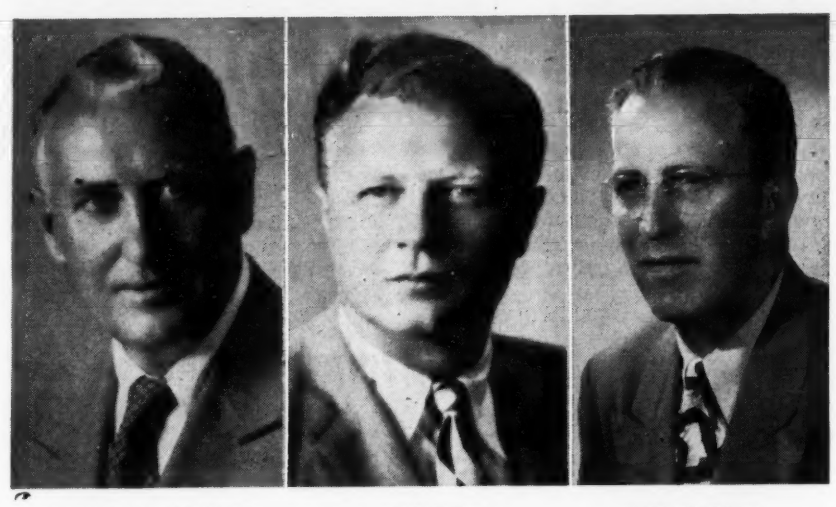
The Huntington Wholesale Furniture Co., Huntington, W. Va., has been named distributor for the combined Huntington and Welch territories.

Dept. Store Opens Fifth In Tenn.-Ky. Appliance Chain

NASHVILLE, Tenn. — The latest appliance store, the fifth in a group of stores in this territory to be opened by Castner-Knott Dry Goods Co., local department store here, has been located in Nashville's suburban area at 2803 West End Ave. F. H. Pierson has been appointed store manager of this newest unit.

Though this is the first store opened by the company in a suburban area, others are being operated in the local cities of Clarksville, Columbia, and Murfreesboro, Tenn.; and Bowling Green, Ky.

Named In Personnel Shifts at Crosley



NORMAN MacDONALD
Gen. Sales Mgr.
Crosley Div.

BERT COLE
Vice Pres.-Gen. Mgr.
Crosley Distributing Co.

CORLEY KIRBY
Domestic Sales Mgr.
Crosley Div.

• • •

Crosley Appointments--

(Concluded from Page 1)

inghouse as merchandise advertising and promotion manager and general advertising manager. During the war, he served with the U. S. Treasury as director of advertising and promotion for the war bond program.

Mr. Kirby, a veteran of the major appliance and radio fields, was associated with Frigidaire as branch manager in Newark, sales manager of the New York branch, and in various capacities at headquarters in Dayton.

Mr. Stratton started with Crosley in 1944 as manager of refrigeration sales and has assisted in the development of new lines. Formerly associated with Nash-Kelvinator Corp. in executive capacities, he will promote sales of the Crosley Frostmaster frozen food cabinet and other developments in this field.

Bacharach Book Covers Installation, Servicing of Winter A.C. Systems

PITTSBURGH — A free, 12-page booklet on "Proved Practices in Installing and Servicing Warm Air Winter Air Conditioning Systems" was recently published by the Bacharach Industrial Instrument Co. here.

Aim of the book, as noted in the introduction, is to "provide a practical procedure for adjusting burner, blower, and controls so that the heating plant will give the home owner real indoor comfort and complete satisfaction."

The service suggestions made are said to be based on recommendations in the Code and Manual for the Design and Installation of Warm Air Winter Air Conditioning Systems issued by the National Warm Air Heating and Air Conditioning Association.

Principal steps in the adjustment procedure, according to the booklet, are:

1. Setting the fuel input rate as small as possible for economical operation and satisfactory combustion efficiency, and yet sufficiently great to heat the house in coldest weather.
2. Adjusting the blower for continuous air delivery whenever any appreciable amounts of heat are needed.
3. Maintaining register air temperatures within the comfort range established for the type of registers used and their locations.
4. Locating the thermostat where it will be capable of providing dependable automatic temperature control.

Copies of the booklet may be obtained by writing the company's application service department at 700 Bennett St., Pittsburgh 8.

Maytag Interim Report Shows Sales, Profits Up

NEWTON, Iowa—Maytag Co. here has recently issued an interim report showing that its net sales for the last six months have more than doubled, and that net profits have nearly quadrupled over those of the same period in 1946.

Sales for the first half of this year were reported as $25,004,998 against $11,309,021 for 1946. Net profits for these same periods were $2,860,107, or $1.46 per common share and $1,131,676, or 39 cents per common share respectively.

5-Month Vacuum Cleaner Sales Rise 117% over '46 Period

CLEVELAND—Sales of standard size household vacuum cleaners during the first five months of this year jumped 117% over the same period last year, C. G. Frantz, secretary-treasurer of the Vacuum Cleaner Manufacturers Association, has announced.

Comparative figures are 1,501,854 for 1947 and 690,577 for 1946.

A total of 318,094 units were sold in May, 118% over last year.

It's a

REVELATION

—that's all!

★ Exclusive Dealer Franchise
★ Now in quantity production
★ All sizes: Industrial and Commercial
★ The last word in...

ELECTRIC WATER COOLERS

Revelation Company
Division of
Interstate Engineering Corporation
2600 Imperial Highway
El Segundo, California

BULLETIN!

AIR CONDITIONING & REFRIGERATION NEWS announces the first subscription rate change in over ten years. Effective October 1, 1947, the basic subscription rates will be as follows:

1 year $5.00
2 years $8.00
3 years $11.00

Foreign postage $2.00 per year extra: includes all except Pan-American Postal Union countries, Canada, and U. S. Possessions.

You are invited to enter your new or renewal subscription order now if you want to save an extra dollar.

✦ ✦ ✦

New special group rates will be:

1 to 4 one year subscriptions.....$5.00 each
5 to 9 " " " .....$4.00 "
10 to 19 " " " .....$3.50 "
20 to 49 " " " .....$3.00 "
50 or more " " " .....$2.50 "

AIR CONDITIONING & REFRIGERATION NEWS, 450 W. FORT ST., DETROIT 26, MICH.

Bowen
REFRIGERATION SUPPLIES, INC.

Atlanta Jacksonville
Tampa Miami Charlotte

"The South's Largest Refrigeration Supply Jobber"

10 Million Radio Sets Turned Out During First 7 Mos. of 1947

WASHINGTON, D. C.—Output of radio receiving sets during the first seven months of this year totaled almost 10,000,000 units, according to the Radio Manufacturers Association.

Of this total, 56,396 were television receivers and 516,212 combination FM-AM sets, RMA reported.

The association said that although July production declined by 56,686 units from the June figure of 1,213,142, output during the last week of that month increased to 357,240—a 87,710 rise over the previous week.

Inland Promotions--

(Concluded from Page 1, Column 5)

Mr. Lause, who has been associated with Inland division for 25 years, served as Inland's war projects coordinator during the last war. He also held the posts of supervisor of standards and assistant factory manager. Since 1944, Mr. Lause has had general supervision of Inland's personnel and labor relations departments.

Mr. Fouts, who is a graduate of General Motors Technical Institute, began his association with Inland as a co-op student. In November, 1933, he was advanced to foreman and subsequently was transferred to the sales department. He became a sales supervisor in March, 1947.

Take New Jobs

M. A. LAUSE
General Sales Manager

A. J. FOUTS
Refrigerator Parts Sales Chief

* * *

Dealer Profits--

(Concluded from Page 1, Column 5)

age of sales, were listed as follows:

High customer attention and low self-service or automatic order taking—10%.

High style or highly seasonal merchandise—4%.

Bulky merchandise—3%.

Perishable merchandise—2%.

Installation, fitting, and service—1%.

For pricing and other management purposes, total distribution expense may be estimated by adding together the appropriate percentage expense figures derived from the size of sale, frequency of purchase, and merchandising service, Mr. Isaac said.

Expense as a percentage of selling price can be computed in this manner for a product line, a department, or a store, he stated.

John H. Smith Opens Gulf Sales, Service Firm In Texas

CORPUS CHRISTI, Tex. — John Henry Smith is operating Gulf Refrigeration Sales & Service Co., Ltd. here in partnership with W. S. Marshall.

The firm under the management of Mr. Smith has secured a Frick franchise for refrigeration equipment, and handles Typhoon package air conditioning, as well as Hill display cases and Zero Plate beer display equipment.

Portable Ice Chest Used With Walk-In Box Breaks Restaurant's Bottleneck

BRIDGETON, N. J.—An innovation in salad service developed by the Rathskeller restaurant here combines the use of a portable stainless steel ice chest with an 8 x 8 walk-in refrigerator.

Finding that the worst "bottleneck" tying up waitresses time in food service was the frequent necessity for them to enter the refrigerator, the Rathskeller management borrowed an idea from cafeteria service to meet it. This consists of a 4 x 3-ft. stainless steel ice bin mounted on rubber-tired wheels, which contains a 20-in.-deep bin of cracked ice.

The bin, filled with ice, is kept in the sharp-freezer, until one hour before the peak noon or dinner period. During this time, two girls at a salad bar in the kitchen make up all salads for the average day's requirements, including two or three "extras" for each 15-minute period.

The salads, as made, are placed on the bed of cracked ice, which is then pushed up inside swinging doors connecting the kitchen to the restaurant. Waitresses thus may pick up salads almost without a break in their stride. The ice bin is also used to keep butter-pats, cream, salad dressings, and the like cold during the peak period.

When food service demand dwindles, the ice bin is pushed back into the walk-in to be held in readiness.

REFRIGERATED DOUBLE DUTY MEAT & DELICATESSEN CASES

- PORCELAIN EXTERIOR
- FLUORESCENT LIGHTED
- DESIGNED FOR BEAUTY AND EFFICIENCY

IMMEDIATE DELIVERY
6, 8, 10 & 12 Foot Lengths

WILSON FREEZERS, INC.
837 Tilden St., New York 67, N. Y.

HASCO
. . . now makes suction and discharge valve reeds for leading makes of Hermetic units. Look to Hasco for the best in both conventional and hermetic type compressor parts.

WRITE FOR ILLUSTRATED CATALOGUE AND PRICE LIST
HASCO, INC.
GREENSBORO, N. C.

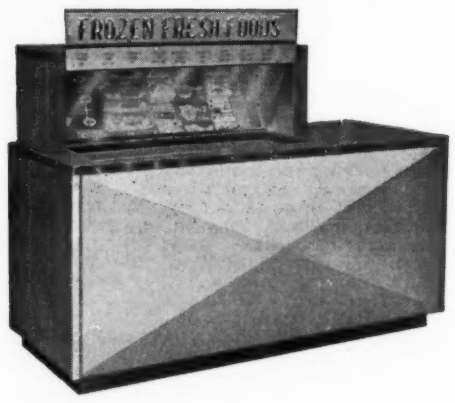
ROGERS QUALITY LINE of Refrigeration

Frozen Foods Salesman

Every store selling Frozen Foods, from small grocery store to giant superstore, wants one —needs one!

Open top display shows the foods, makes self-service easy, rapid, satisfactory.

Heavy duty compressor.



Walk-in Cooler

Dealers can invite their customers to "walk in and get one" because they are ready for immediate delivery.

Shiny and attractive in appearance and easy to keep that way. All metal clad inside and out, built for permanence and service.

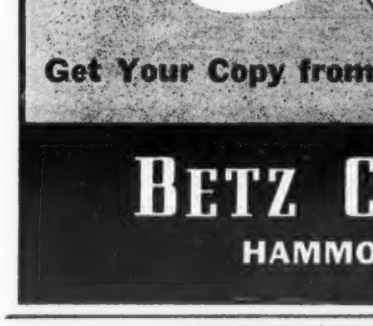
Dry Beverage Cooler

Best looking on the market. Rapid cooling, high capacity. Lids slide away or lift out. All compartments can be open at the same time.

Rogers refrigeration units are finished in Stainless Steel or polished Aluminum.

DEALERS WANTED
Write, wire or phone today for information on franchise.

Immediate Delivery!
W. ALLEN ROGERS Industries
BOX 272-AC DEMOPOLIS, ALA.



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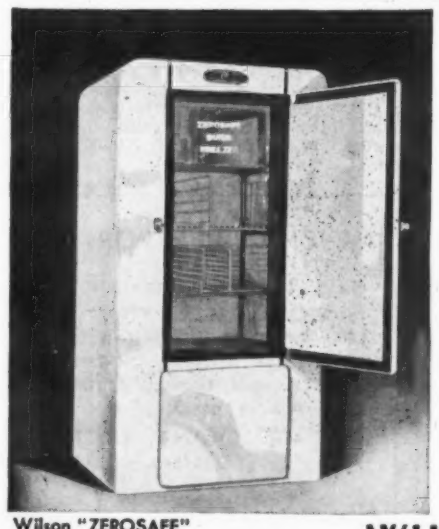
BETZ CORPORATION
HAMMOND • INDIANA

TRADED-IN
REFRIGERATORS...from 2 to 18 cu. ft.
FRIGIDAIRE • GENERAL ELECTRIC
HOTPOINT • KELVINATOR • NORGE • PHILCO
WESTINGHOUSE and OTHER FAMOUS BRANDS
ATTRACTIVELY PRICED for PROFITABLE RESALE
WRITE FOR LATEST PRICE LIST
METRO REFRIGERATOR CO. 44-3rd Ave., New York 3, N. Y.
A Continuous Reliable Source of Supply



Wilson "ZEROSAFE"
Model FF-15 Farm Freezer

WILSON "ZEROSAFE" FREEZERS ARE TIME-TESTED

WILSON "ZEROSAFE" REACH-IN FARM FREEZERS ARE YEARS AHEAD

Since 1939 enthusiastic users of Wilson "ZEROSAFE" Freezers have acclaimed the Wilson-pioneered features of front-opening convenience, adequate sizes, real usability and long, efficient life.

Now brought to the peak of its development as a truly great farm and home freezer, the "ZEROSAFE" combines all the great TIME-TESTED Wilson features in ten new models ranging from 15 cu. ft. to 120 cu. ft. in capacity, finished in the gleaming beauty of white baked-on enamel, ready to win new thousands of life-long "ZEROSAFE" friends.

If your merchandising plans include the selling-and-servicing of a complete line of modern freezers that are outstanding in quality and leadership, let's exchange information today. Address Desk 11.

WILSON REFRIGERATION, INC. SMYRNA DELAWARE

NERA Studies Costs Of Electrical Retailers In Effort To Aid Members

WASHINGTON, D. C.—With the mailing of questionnaire forms to all its members, the National Electrical Retailers Association last week commenced a nation-wide study of electrical retailers' costs of doing business, which when analyzed will provide the association with accurate average cost figures for various sized dealers based upon sales volume, average costs by geographical sections of the country, and national average cost figures. Deadline for returning survey forms is Sept. 15.

In his announcement letter to members, Managing Director C. C. Simpson stated that NERA has employed a competent business economist to prepare a thorough analysis of all returned surveys. The compiled data will, he believes, enable NERA members to compare their own business costs with both the sectional and national averages, and determine whether they are spending too much on one cost item and not enough on another.

Paint Product May Triple Life of Finished Surfaces

NEW YORK CITY—A corrosion-resistant stainless steel powder base paint capable in certain uses of increasing the working life of a painted surface as much as 300% is being put on the market by Charles Hardy, Inc., a powder metallurgical firm.

Commercially available in the form of paste that must be mixed with lacquer or some such commercial vehicle, the new stainless steel paint has a high resistance to the fumes of nitric acid, phosphoric acid, sulphuric acid, and other strong chemicals, according to John D. Dale, president of Hardy.

As an example of how such a paint might be used in air conditioning installations, Mr. Dale said that in plants where strong, acid-bearing fumes must be exhausted through ducts, the blades of the exhaust fan could be coated with the stainless steel paint. In the case of nitric acid fumes, he added, this type paint will last over 24 weeks while paints consisting of lead base materials survive but a few weeks.

The stainless steel paint, which can be applied with an ordinary paint brush, is now being tested by several leading paint manufacturers in an attempt to better understand its physical qualities, Mr. Dale disclosed.

To expand production of the new coating material, Hardy, Inc. is already in the process of installing six large new ball mills. Once output has been stepped up, the material will also be made available in the form of dry flakes, it was added. A pound (selling at about $1.50) will be sufficient for a gallon of lacquer.

Nash-Kelvinator Votes 25-Cent Dividend Payment

DETROIT — Directors of Nash-Kelvinator Corp. have voted a dividend of 25 cents per share on outstanding capital stock, payable Sept. 26 to stock of record at the close of business Sept. 2.

CLASSIFIED ADVERTISING

RATES for "Positions Wanted" $2.50 per insertion. Limit 50 words.

RATES for all other classifications $5.00 per insertion. Limit 50 words.

ADVERTISEMENTS set in usual classified style. Box addresses count as five words, other addresses by actual word count.

POSITIONS WANTED

REFRIGERATION SERVICE trainee, graduate of 8 months' course in Chicago's leading Institute, desires opportunity in refrigeration, air conditioning. Steady, permanent. Age 22, prefer west, southwest. Available at once. Own car and tools. Record and reference available. JOHN E. PESTOTVIK, 4522 Beacon Street, Chicago 40, Illinois.

REFRIGERATION AND AIR CONDITIONING engineer, 20 years experience designing, erecting, service management and selling, desires position with established firm in southern, central or western states. Straight salary or commission and salary. Present salary $6,000 per year. Address, ENGINEER, BOX 825, Cocoli, Canal Zone.

PARTS MANAGER, experience fifteen years General Motors Corporation. Frigidaire knowledge material control, receiving, shipping and relative matters, familiar service department dealer set-up. Also handle all correspondence. Employed at present. Can furnish excellent references. BOX 2434 Air Conditioning & Refrigeration News.

COMMERCIAL REFRIGERATION and air conditioning expert, age 41, single. 5 years service & installation mechanic, 2 years installation foreman, 3 years service manager, 3 years sales engineer. Master electrician, some experience in automatic heating. Will work in any phase, highest type references. Salary $100.00 per week. BOX 2472 Air Conditioning & Refrigeration News.

SALES OR service position desired with manufacturer, distributor or supply house. 20 years experience domestic, commercial and industrial sales and service. Have thorough practical knowledge of high and low pressure systems. Can make investment. Prefer Midwest or Pacific northwest location. BOX 2482 Air Conditioning & Refrigeration News.

SALES ENGINEER, eleven years experience wholesale refrigeration sales and management. Thoroughly familiar with jobber and dealer trade in Southern California territory. Desire position as factory representative. Would prefer to pioneer a good line on West Coast. BOX 2484 Air Conditioning & Refrigeration News.

POSITIONS AVAILABLE

WANTED: SERVICE and installation man. Good wages and commission. Truck furnished, pleasant working conditions, five other service men in employment. Call, wire or write, JERRY'S REFRIGERATION CO., 610 Washington St., Wausau, Wisconsin.

BINGHAMTON, N. Y. offers wide open field for several experienced coal, oil and gas heating salesmen interested in permanent, lucrative positions with Chrysler Airtemp. Write J. D. Titman, General Manager, LUDLOW TEMPERATURE CONTROL CORPORATION, 180 Water Street, Binghamton 2, N. Y.

SALES MANAGER—State of Maine distributor for leading lines of commercial refrigeration, selling through approximately seventy-five dealers, has attractive opening for experienced Sales Manager with technical refrigeration background. Car essential. Must be good closer. MAINE INDUSTRIES COMPANY, 40 Columbia Street, Bangor, Maine.

REFRIGERATION APPLICATION—Sales Engineer—Position with fast growing refrigeration and air conditioning equipment manufacturer. 5 to 50-H.P. condensing units. Unusual opportunity for man with refrigeration sales experience and training, between ages of 28 and 35. Give full details, salary desired, etc. SALES MANAGER. 1016 E. Columbia, Evansville, Indiana.

WANTED: SALESMEN calling on refrigeration service shops can add substantially to their income by selling washing machine parts for an established parts jobber, commission basis. Our men earn $150 to $300 per month extra. We train you, supply catalogs and price lists. BOX 2449, Air Conditioning & Refrigeration News.

REFRIGERATION ENGINEER: With practical commercial experience in refrigeration design, coil application, estimating and refrigeration service. Permanent, steady employment, with advancement on basis of individual effort, capacity and attainment; with an established midwest commercial refrigerator manufacturer. State educational background, employment record, age, marital status and starting salary. BOX 2451, Air Conditioning & Refrigeration News.

SERVICE-INSTALLATION engineer, 25 to 35 years; minimum 5 years' experience Air Conditioning & Refrigeration installations, 5 to 60 tons. Full responsibility service and installation assured department of General Electric Distributors, Republic of Panama. Wonderful future for right man in long established concern. Enclose picture. BOX 2456 Air Conditioning & Refrigeration News.

SALES ENGINEER — college graduate must have complete knowledge and experience in air conditioning and refrigeration. Experience must include actual installation, estimate, and sales. Written applications giving full details as to experience, age, salary, etc. BOX 2459 Air Conditioning & Refrigeration News.

FACTORY REQUIRES salesmen and factory representatives, who will sell nationally advertised quality line commercial refrigeration to dealers throughout the United States. Preferably on a commission basis. Shipment can be made at once. No inventory required. Write full particulars. BOX 2470 Air Conditioning & Refrigeration News.

WANTED—SERVICE manager, capable of organizing and supervising the refrigeration department of a large ice cream company in the south. Must be experienced in soda fountain refrigeration. Send photo with data on education, experience, present connection, and references to BOX 2474 Air Conditioning & Refrigeration News.

DEVELOPMENT ENGINEER—nationally known manufacturer has an opening for a man to do special development work on major electrical appliances. Must have engineering degree, proven ability in developing utility features in home appliances and some experience on refrigerator cabinet design. Write stating full qualifications. BOX 2477 Air Conditioning & Refrigeration News.

EXPERT REFRIGERATION man must have at least ten years experience, commercial and domestic refrigeration. Full charge of shop. To locate in city 50 miles north of Albany, N. Y. Give full details first letter, salary wanted, experience, references, good opportunity for alert and progressive man. BOX 2481 Air Conditioning & Refrigeration News.

EQUIPMENT FOR SALE

MOTORS AND condensing units—available at once—⅛-¼-⅓-½ Universal condensing units with or without motors. Special—six hole ice-cream cabinets with ¼ hp. Copeland units less motors $225. Also beverage coolers, beer equipment, stainless steel reach-in freezers. ALBROD CORP., 319 West 48th St., New York City 19, CI 6-9100.

⅛ HP NEW Universal sealed condensing units in original factory crate for sale FOB Nacogdoches, Texas at $60.00 each. AUTO ELECTRIC SHOP, Nacogdoches, Texas.

8 USED MARLOW ceiling type two-fan room coolers (ammonia) Model #268, in excellent condition, Price, $90 each. Rebuilt ammonia compressors and equipment. B & E REFRIGERATING COMPANY, 272 Ogden Street, Newark 4, New Jersey.

FOR SALE: Westinghouse standard CLS compressor, new, 220 v, 3 ph., 60 cy.—50% capacity reduction with 11-200 line-starters. 10 HP—$995.00. 15 HP—$1290.00, plus condensers. 10 HP—$1150.00. 15 HP $1460.00. 1—25 HP 230 v D.C. Westinghouse compressor assembly $1800.00. Prices net FOB Boston. CARRIER-MANDELL, INC., 177 State Street, Boston, Mass.

WALK-IN COOLER—new—9' x 12' overall x 7'6" high. 620 cu. ft.—all steel. 5½" walls—glass wool insulation—complete with floor racks, interior lighting. Massive hardware, padlocks. Designed for temperatures 0° to 40° F. Built for Navy under rigid specifications. Attractively priced—in original crates. W. J. CONNERS, 540 North Lake Shore, Chicago 11, Illinois.

REFRIGERATION SYSTEMS—new gasoline driven 10 HP Continental water-cooled engines— Universal compressor model N —Air cooled condenser and booster coil —water-type defrosting apparatus. Operates satisfactorily when electrified with 5 HP 3 phase motor. Priced $450.00 each. FOB Chicago—weight 3600#. In original crates. W. J. CONNERS, 540 North Lake Shore, Chicago 11, Illinois.

MERCHANDISE FOR SALE

Navy type spare parts kits for Cordley & Hayes Water Coolers; includes automatic expansion valve switch, six brushes, 3 belts, seal assembly, gaskets, etc. All in steel. Each $7.50.

Call MR. GRANT, LO 5-1740 Dealers.

Consolidated Conditioning Corp.
26 W. 47th St., New York 19, N. Y.

FOR SALE—AC motors ½ to 3 hp. single and 3 phase, list price. Immediate delivery. EDISON COOLING CORP., 310 E. 149th St., Bronx 51, N. Y.

COMPRESSORS, CONDENSING units, new 40 HP Airtemp 7-H less condenser $1500. Trane unit water cooled complete 10 HP, $950. 7½ HP $850. 5 HP $550. Universal water 3 HP $450. 2 HP $310. 1½ HP single phase air cooled $310. New high torque motors 15 HP Century $190. 10 HP Electro $165. 15 HP starters $28. E. M. FAIRBANKS, 145-03 7th Avenue, Whitestone, L.I.N.Y. FLushing 3-8810.

QUALITY BOBTAIL fountains; reach-ins, walk-in boxes—wood, metal; dough retarders; double duty cases—stainless steel, porcelain; dairy, florist, bakery cases; ice cream hardening cabinets; thermopane frozen food cases; milk, sandwich coolers; stainless steel back bars; with machines. Equipment made to special order. FRIGITEMP CORP., 931 Bergen St., Brooklyn 16. MA 2-9093.

G-E FIVE ton air conditioning machine. In original crating. Immediate delivery on model #FD50. FOB Gadsden, Alabama. Price $1360.29. Write or wire. GADSDEN APPLIANCE COMPANY, 410 Chestnut St., Gadsden, Alabama.

5-TON CARRIER Air-Conditioner complete with evaporative condenser and valves. Brand new in crate. At dealer's price. Write GENERAL RADIO & SUPPLY COMPANY, 132 West Main Street, Belleville, Illinois or phone Belleville 869.

FOR SALE in original crates: One section Nesbitt coils type DS-278-5-18; three section Nesbitt coils type DS-178-19-96; three section Nesbitt coils type DS-178-19-102; three section Nesbitt coils type WD-8D-88-28-96 LH. three section Nesbitt coils type WD-8D-88-28-102 RH. HUBBARD-LANGE & HECK, INC., Grand Central Terminal, New York 17, N. Y.

ONE ARMY surplus 7½ HP Continental motor-driven Universal Cooler Corporation refrigeration unit—water defrost—complete—new. For information write to the YOSEMITE AREA BOY SCOUTS OF AMERICA, 914—11th Street, Modesto, California or the ROY KEIR REFRIGERATION SERVICE, 118 Fresno Avenue, Modesto, California.

1000 MOTORS, FOR sale, from stock ⅝ hp.—3425 RPM— 3 ph/230 V. (Underrated—easily equal to ¾ hp.) Ballbearing, for vertical or horizontal. Enclosed Fr. ¾ in. shaft. $30 each. This rugged motor cannot burn out. (Glass insulated wire coils.) MODERN SUPPLY CO., 206 Fulton St., New York 7—CO 7-0100.

SACRIFICING BRAND-NEW Copeland and Universal condensing units in original crates. ⅛, ¼, ⅓, ½ HP air-cooled. 1½ and 3 HP water-cooled. All priced for immediate clearance. Write or wire now. ROCHELLE REFRIGERATION COMPANY, 31 East 4th Street, New York 3, N. Y.

HIGH SIDE float replacements. Westinghouse 4 hole mounting—Part #2000. Westinghouse 3 hole mounting—Part #2010. Gibson Part #2020. General Electric (DR-1 & DR-2)—Part #2030. General replacement—Part #2040. $4.75 each. Write for sealed unit parts bulletin #14. SEALED UNIT PARTS CO., 3097 Third Ave., New York 56, N. Y.

SEALED CROSLEY TERMINALS. Installed from the outside in a few minutes without opening the compressor. Corrects leaky terminals on all Crosley "F-12" units. Set of three $5.25 (Part No. 1020). Installation tool $.20. Immediate delivery. Money-back guarantee. SEALED UNIT PARTS CO., 3097 Third Ave., New York 56, N. Y.

DISCONTINUING OUR present stock we have a quantity of Marlo coils, standard and low temperature coils, as well as various two, three and five HP units. Closing out at attractive prices. SOUTHERN ELECTRIC APPLIANCE CORPORATION, 800 St. Charles Avenue, New Orleans 13, Louisiana.

VICTOR WOOD saw, 5 HP, 3 phase. 350 #894 Detroit expansion valves, low temperature—$2.50 each. 200 Ranco controls 101 B, low temperature—1.50 each. ⅜ aluminum tubing 25 x 50 feet rolls. 4" fiber glass 2 x 4, 3¼ density. H. B. STEIN, 1048 Fifth Avenue, Pittsburgh 19, Pa.

TRANE-MODEL K-2412 evaporative condenser complete with fan motor, pump and starter, new, in original crates, 2,000,000 BTU, 166-ton capacity, weight 9,000-lbs., price $3,700.00 FOB Jacksonville, Florida. JOHN L. VARNER COMPANY, 26 North Catherine Street, Jacksonville, Florida.

MOTORS, SECTIONAL coolers. Condensing units, 40 cu. ft. reach-in freezers, York compressor bodies, many other items. $10,000 inventory must be liquidated at less than pre-war costs. Send for bargain list. WASHINGTON SALES CO., 458 W. Gilman Street, Madison 3, Wisconsin.

½ HP UNITS complete with motor. $98.50. Other models from ¼ HP to 1 HP at new low prices. All units supplied with motors. Send for catalog 742A. BOX 2405 Air Conditioning & Refrigeration News.

IMMEDIATE DELIVERY: New Gemco or Typhoon 5-ton air conditioning unit $1100.00; ¼, ⅓, ½, ¾ HP condensing units; 6-hole ice cream cabinets $135; Bev-food 14 cu. ft. refrigerator-beverage cooler $200 less unit; reach-in refrigerators, freezers, display cases. BOX 2433 Air Conditioning & Refrigeration News.

SURPLUS STOCK—display & closed top low temperature cabinets. Standard manufacture—sizes 4.5 to 21 cu. ft. Stainless steel delicatessen & dairy cases. Complete with coils—sizes 6'—8'—10' & 12' lengths. Beverage coolers—with or without units. Prices below cost. Reply BOX 2445 Air Conditioning & Refrigeration News.

FOR SALE: Paley display freezers, remote, $425.00; Panelectric cube machine, $250.00; ½ HP Mills condensing unit with motor, $125.00; ⅓ HP Cheiftan with motor, $100.00; two combustioneer stokers, $100.00 each. BOX 2471 Air Conditioning & Refrigeration News.

VILTER 25 TON "Pak-Ice" plant, complete with 9 x 9 York compressor—100 HP Westinghouse synchorous motor, condenser-receiver, all necessary valves, fittings & piping, used but in perfect operating condition. Also 4½ x 4½ vilter compressor & ice storage room coils. For information & price write BOX 2473 Air Conditioning & Refrigeration News.

FOR SALE or exchange: 1—new-model 500 Super Cold ice cream freezer, 20 quart capacity. Self contained with 2 HP, single phase, four cylinder condensing unit. At cost. BOX 2480 Air Conditioning & Refrigeration News.

FRANCHISES WANTED

MANUFACTURERS REPRESENTATIVE organization selling to dealers and chains only, are seeking quality line of commercial refrigerator equipment for Eastern territory. Primarily interested in refrigerator cases, coolers, fountain equipment, etc. Product must bear thorough quality inspection, for consideration. All correspondence confidential. REFRIGERATED EQUIPMENT SALES, 85 Liberty St., New York, N. Y.

ATTENTION MANUFACTURERS—let us represent you in the Carolina's, Georgia, Florida. We are well acquainted with all jobbers, distributors, and dealers in area. Three high type, capable salesmen will represent you. References furnished. We invite your questionnaire or personal visit. S & K COMPANY, Manufacturers Agents, 1323 Lady Street, Columbia, South Carolina.

WE ARE interested in buying commercial refrigeration service contracts in Brooklyn, New York territory. Will pay high prices. If you have ten accounts or more to sell, please write to BOX 2457, Air Conditioning & Refrigeration News.

BUSINESS OPPORTUNITIES

PAY CASH for commercial refrigeration or air conditioning sales or service business in New York Metropolitan area. Full details in first letter. BOX RC 1247, 113 W. 42 St., New York 18.

FOR SALE: Twenty-five years established business in Florida for store and meat market equipment, best lines of commercial refrigerators. Stock about $75,000, doing more than $250,000 a year, profit over $30,000 a year. 125 feet front with 8,000 square feet of floor space. Will sell at invoice price. Want to retire. BOX 2468 Air Conditioning & Refrigeration News.

WANTED: MIDWESTERN manufacturer with engineering staff and modern machine facilities is interested in the development and manufacture of new products. Manufacturers and designers are invited to consult us. Write full details. BOX 2476 Air Conditioning & Refrigeration News.

WELL ESTABLISHED refrigeration and air conditioning business for sale, located on the Gulf Coast. Grossed $150,000 in 1946; Inventory—stock and tools $22,000, 2 trucks, 1 car, trade area 200,000.. Wonderful opportunity for the right party. BOX 2478 Air Conditioning & Refrigeration News.

COMMERCIAL-HOUSEHOLD sales and service business for sale with motor shop. Located in progressive city of 25,000. Top franchise of the leading commercial and household equipment. Complete stock of parts and equipment. Doing $75,000 to $100,000 per year. Sell for $15,000 plus stock. BOX 2483 Air Conditioning & Refrigeration News.

D C SOLENOID VALVES

(100), Detroit Lubricator Company, Type 5S #1800, ⅛ inch orifice. Serial 43, 15W, 6V, 300-lb. pressure, complete lot $175.00

also

D C CONTROLLED RELAYS

(50), Minneapolis-Honeywell controlled, Type R-48BY3ZOA1, rating ½ amp. 6 volts, DC Relays. Complete lot $125.00.

Write to H. Hoffman

Consolidated Conditioning Corp.
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9/1/47

COMMUNISM THRIVES IN LIBERAL ARTS COLLEGES

Editor:

Your editorials in AIR CONDITIONING & REFRIGERATION NEWS, and especially "Inside Dope," are the finest I have ever read in defense of the American system of private enterprise. They are not only well-written, but contain positive, ably-supported statements that should convince every literate person of the excellence of private enterprise. I read all of them as soon as a friend of mine, who is in the refrigeration business, receives the issues.

I am a social science teacher. You may be sure I teach the merits of capitalism and private enterprise whenever the occasion presents itself, and when I am not hampered by "liberal" authorities. I try to do this in an objective way without too much open condemnation of communism. I would like to get hold of a few clippings of your articles on private enterprise and Americanism. They say what the textbooks cannot or will not state.

In case you ever wondered, I will be more than happy, though quite perturbed, to report to you the condition of social-studies teacher training.

There are two types of teacher training colleges—state or publicly operated, and the liberal arts college or university. To be sure, it is a paradox to discover that the liberal arts college is the chief source of communist or left-wing teachers. I find the misguided, lazy, playboy sons of financially superior men make devout communists. Then too, liberal arts colleges have an abundance of Leftist professors.

Please try to awaken the businessmen to see that their liberal arts colleges are the main source of communism. If only the trustees and alumni of the liberal arts colleges would see the light, they could stop the spread of communism almost dead in its tracks. I have begun to suppose the wealthy businessmen are too busy to guide and discipline their children to see the folly of socialism, communism, and all the other short-cuts to the end of the Individual.

The power of the press is strong. In fact, I know of nothing stronger, since public opinion is usually an aftermath of the press's product. Can't you include in your wonderful editorials a hint to the industrialists that would make them take stock of their colleges and faculties? Can't the liberal arts colleges be made to see the error in permitting un-American, left-wing societies and organizations to exist on their campuses?

I make no secret of my hatred of communism. I hate indifference, too. Anyone who permits communism to spread is guilty of accesory to treason.

Please continue to use your good columns to promote Americanism and private enterprise, and to eliminate foreign social and economic doctrines.

(Name withheld on request)

U. S. SCHOOLS SHOULD BE SOURCE OF AMERICANISM

Monroeville, Ind.

Editor:

In reading your column, "Inside Dope," of the Aug. 18 issue, I was pleased that you brought out the findings of the president of Harding College, Dr. Geo. S. Benson, pertaining to what our children are being taught in school today.

I have two children in high school and I seriously question myself at times as to the wisdom of keeping them in high school at all.

My children are not being taught subjects that require a diligent use of the mind and instead there seems to be a tendency to avoid anything that requires deep thinking and to stay on the lighter things of life.

I can remember back in the Nineteen Twenties when I was in high school. I had a teacher who was inclined to favor Communism. I asked her some rather pointed questions as to why she didn't go over to Russia to live, and she just got angry and shut up.

Children do not feel a resentment nowadays when anybody talks against America.

I think we are being indescribably stupid in allowing our children to be taught any "ism" but Americanism. Of course, there should be a comparison, but the facts should be brought out and no propagandizing allowed.

J. K. MARQUARDT

AMERICAN INGENUITY CAN BEAT RECESSION WORRIES

Ebasco Services, Inc.
Two Rector St.
New York City

Editor:

The editorial in the Aug. 11 issue of the NEWS entitled "Are New York and Washington in America?" was good. At least, I liked it.

I am one of those people (whom you call smart) who refuses to be hurried into the purchase of big ticket specialties. My name does not appear on any order list. Why do people continue to pay black market prices? A little care, a little oil, and a little patience exercised by John Q. Public would put things in this country on a better basis and give the lie to the "depression criers."

If only I could go to an auto dealer and a number of the major appliance salesrooms and say, "I'll take that blue model. Can you have it ready by three tomorrow?" Or, "Send me that Hotpoint refrigerator, or Thor washing machine." Why? Because my 1939 car has 107,000 miles on it. Our refrigerator is 13 years old, and the washer is about 16 years old.

They are all in serviceable condition because of a "little care, a little oil, and a little patience." When I can buy new ones across the counter, I will. And there are a lot of others like me.

I also read your column, "Inside Dope." I agree, but in the future write a little more cheerfully like you used to do. I am an old soldier (50—World War I), the father of a wounded soldier of World War II, and I'm a little weary of the impending clouds of doom. All I can do is to write to my congressman, Mr. Buck, and I think that he is doing a good job now without reading my letters.

In the future, please make at least every 2nd issue of "Inside Dope" cheerful and informative. Give the Reds hell in the alternate issues.

ALBERT E. VROOME

Answer: You write sense, Mr. Vroome, and I'll bet that there are plenty of Americans just like you. Incidentally, "Inside Dope" gives the "Reds hell" only every *fifth* issue, not every *second*. We aim to please.

HOME FREEZER EDITORIAL REPRINTS STILL IN DEMAND

R. H. Bishop Co.
Champaign, Ill.

Editor:

We have carefully read your very fine editorial entitled "The Home Freezer to the Rescue" in your Aug. 4, 1947 issue of AIR CONDITIONING & REFRIGERATION NEWS.

We would be very pleased to receive about 100 reprints of this editorial, and if you have these reprints available, please forward to us, together with invoice, and we will remit promptly.

G. B. SAYLER

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The Directory is the industry's guide for purchases—and has been, for more than a decade. It goes to 20,000 buyers, and it is used all through the year. A full page black-and-white advertisement costs only $225.00. That's less than $1.00 per business day for all the coming year.

If you can't send a sales message often, send one that's kept and used.

ADVERTISING CLOSING DATE SEPTEMBER 30, 1947.

PUBLICATION DATE JANUARY 10, 1948.

U. S. PRODUCTS EDITION

Refrigeration and Air Conditioning Directory

BUSINESS NEWS PUBLISHING CO., 450 W. FORT ST., DETROIT 26, MICH.

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Locker Exhibitors

Booth Nos.	
1–3	Food Locker Equipment Co., Indianapolis
4	Pasteuray Corp., St. Louis.
5	Midwest Metal Stamping Co., Kellogg, Iowa.
6–9	Frigidaire Div., General Motors Corp., Dayton, Ohio.
10	Enrichment Products Co., New York City.
11	McQuay, Inc., Minneapolis.
12	Nor-Cal Mfg. Co., Yreka, Calif.
13, 14	The Yoder Co., Cleveland.
15	Tested Papers of America, Inc., Chicago.
18	Electric Auto-Lite Co., Instrument & Gauge Div., Toledo.
19	Frosty Foods Equipment Co., Sioux City, Iowa.
20, 21	The Pacific Lumber Co., Chicago.
24	Dixie Canner Co., Athens, Ga.
29	Morton Salt Co., Chicago.
30	A. E. Staley Mfg. Co., Decatur, Ill.
31	Food Freezing, New York City.
32	Kirts Refrig. & Electric Co., Kansas City, Kan.
33	Armstrong Cork Co., Lancaster, Pa.
34, 35	Jamison Cold Storage Door Co., Hagerstown, Md.
36	All-American Meat & Bone Cutter Co., Los Angeles.
37, 38	Gordon Johnson Co., Kansas City, Mo.
39, 40	Frozen Food Products, Inc., New York City.
41	United Cork Cos., Chicago.
42, 43	Iceberg Ref. Locker Systems, New York City.
44	Arcticaire Refrig. Co., Kansas City, Mo.
47	Kold-Hold Mfg. Co., Lansing, Mich.
48, 49	Lily-Tulip Cup Corp., New York City.
53	D. R. Card Co., Minneapolis.
54, 55	Safe-Way Food Locker Co., Chicago.
56	Kleen-Kut Mfg. Co., Cleveland.
57–59	Owens-Corning Fiberglas Corp., Toledo.
60	McGrew Mfg. Co., Lincoln, Neb.
61, 62	National Gypsum Co., Buffalo.
63, 64	All-Steel Equipment, Inc., Aurora, Ill.
65	Lindley Box & Paper Co., Marion, Ind.
66	Locker Publications Co., Des Moines, Iowa.
69	Acme Visible Record, Inc., Chicago.
70	Kalamazoo Vegetable Parchment Co., Kalamazoo, Mich.
71, 72	Wallis Systems, Salt Lake City.
73	Everhot Mfg. Co., Maywood, Ill.
74–76	York Corp., York, Pa.
77	Economy Power Eng. Co., Kansas City, Mo.
80	Vaughan Co., Chicago.
85	Bankers Rubber Stamp, Inc., Des Moines, Iowa.
86	Phil Hantover, Inc., Kansas City, Mo.
89	Vanol Corp., St. Louis, Mo.
90	Minnesota Mining & Mfg. Co., St. Paul.
91, 92	General Electric Co., Air Conditioning Dept., Bloomfield, N. J.
93	Arketex Ceramic Corp., Brazil, Ind.
94	American Body & Trailer, Inc., Oklahoma City, Okla.
95	Ball Brothers Co., Muncie, Ind.
96	Cube Steak Machine Co., Needham Heights, Mass.
97	Quick Frozen Foods, New York City.
98, 99	Biro Mfg. Co., Marblehead, Ohio.
100	C. F. Mohr Associates, Aurora, Ill.
101	Aluminum Cooking Utensil Co., New Kensington, Pa.
103	The Pickwick Co., Cedar Rapids, Iowa.
107	K C Diesel Power Co., North Kansas City, Mo.
108	The C. Schmidt Co., Cincinnati.
113	U. S. Slicing Machine Co., LaPorte, Ind.
115	Jiffy Mfg. Co., Hillside, N. J.
116	Sanilite Co., Springfield, Ill.
117	Griffith Laboratories, Chicago.
118, 119	Master Mfg. Corp., Sioux City, Iowa.
120	Container Corp. of America, Chicago.
121	Graham Paper Co., St. Louis, Mo.
122, 123	Carrier Corp., Syracuse, N. Y.
124	Manning, Maxwell & Moore, Inc., Bridgeport, Conn.
125	Marathon Corp., Menasha, Wis.
126	Airtex Corp., Chicago.
127, 128	Knickerbocker Stamping Co., Parkersburg, W. Va.
132–135	Dole Refrigerating Co., Chicago.
136	Baker Ice Machine Co., Inc., Omaha, Neb.
137	Refrigeration Eng. Co., Minneapolis.
142	Wood Conversion Co., St. Paul.
143	Locker Management, St. Louis.
144	Butcher Boy Cold Storage Door Co., Chicago.
145–147	Amana Society, Amana, Iowa.
148, 149	Salem Engineering Co., Salem, Ohio.
150–153	Koch Butchers' Supply Co., North Kansas City, Mo.
301	Wyandotte Chemicals Corp., Wyandotte, Mich.
302	Geo. M. Wessells Co., Los Angeles.
303	Midwest Industries, Inc., Kansas City, Kan.
½ Booth	Paige Pencil Co., Omaha, Neb.
½ Booth	Sterling Ice & Cold Storage Co., Sterling, Colo.

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REFRIGERATOR DOORS
(Product of JAMISON MFG. CO.)
$46.00 PER SET OF 3
—IMMEDIATE DELIVERY!
Brand new sets of 1 outside door (6" cork insulation) and 2 vestibule doors . . . all 3 Galvannealed sheet metal covered front and back. Includes complete door frames and accessories.
Subject to prior sale.
Consolidated Conditioning Corp.
26 West 47th Street, New York 19, N. Y.

Locker Association Plans Clinics and Election--

(Concluded from Page 1, Column 3)

same place and at the same time, Mr. Farquhar said. At this conclave, open to Institute members only, the past year's activities and plans for the future will be discussed.

Other meetings scheduled by the Institute include directors' meetings on Sunday and either Wednesday or Thursday. A dinner for all present and past directors will be held at 7:30 p.m. Tuesday in the Hotel Muehlebach.

Concurrent with the Institute's meetings, the National Frozen Food Locker Association will hold its convention in the Music Hall of the municipal auditorium, according to Albert Guggedahl, executive secretary of the association.

Delegates will register throughout Monday and attend an opening program in the evening, he said. General sessions will be held Tuesday and Thursday mornings, with the group's annual meeting and election of officers planned for Wednesday morning.

Afternoons on these days will be occupied with eight clinics, lasting from 2 to 4 p.m. They will cover meat cutting, packaging, slaughtering, smoking and curing, poultry processing, advertising, merchandising, and construction.

National officers and directors will meet with state presidents and secretaries Tuesday evening in the Hotel President, according to Mr. Guggedahl. State secretaries will get together at 2 p.m. Monday.

Upper Midwest Show Sept. 23, In Minneapolis For Housewares Dealers

MINNEAPOLIS—The first annual Upper Midwest Market Week for Housewares and Home Furnishings will be held in the Minneapolis Auditorium here from Sept. 23 to 26.

Purpose of the exposition is to "allow dealers in the upper Midwest a convenient place to make their selections" of the equipment shown at the auditorium, much of which, it is reported, will be nationally manufactured brands.

The market is being sponsored by the Twin Cities Development committee.

Norman F. Ludford is manager of the Show.

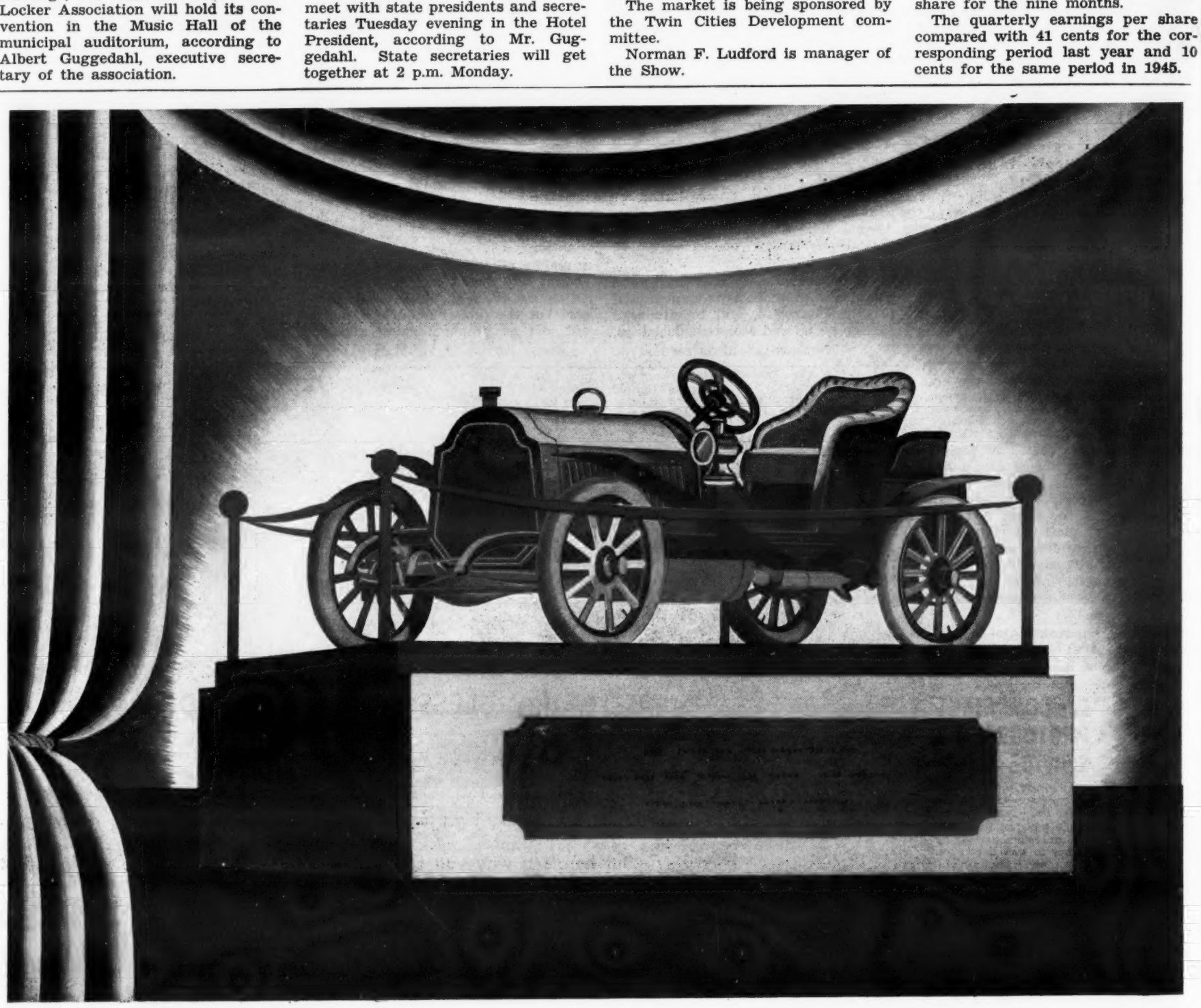
Servel's 9-Month Profit Cut by First Quarter Loss

EVANSVILLE, Ind.—Servel, Inc. has reported a net profit after charges and taxes of $973,107 for the quarter ending July 31, 1947 and of $897,396 for the nine months ending on the same date.

The lower profit figure for the nine months' period is caused by losses during the first three months.

After preferred dividend requirements, the company earned 52 cents per common share for the quarter ending July 31 and 40 cents per share for the nine months.

The quarterly earnings per share compared with 41 cents for the corresponding period last year and 10 cents for the same period in 1945.



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BUSH
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Back in 1907, a refrigeration system consisted of a compressor and many feet of two-inch iron pipe. It was inefficient, costly, bulky.

But the 1907 *automobiles* had efficient cooling systems . . . finned-coil radiators with power-driven fans. And Bush, who was building these radiators, saw how the same principles could be applied to commercial refrigeration systems.

So Bush began building finned-coil evaporators and condensers. They adopted the automobile's power-driven fan to increase efficiency and reduce size.

Today . . . 40 years later . . . every modern refrigeration system employs the finned coil. And today Bush builds a substantial part of all low-side commercial refrigeration equipment.

Bush products are sold by leading refrigeration wholesalers everywhere.

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